



Australasian Sonographers Association

ANNUAL REPORT

2016-2017



CONTENTS

President's report	3
Snapshot of the ASA	5
Education and research	11
Professional standards	21
Enhancing the profile of sonography	24
Member value	29
Organisational excellence	36
Finance report	41

The Australasian Sonographers Association (ASA) is the peak body and leading voice for sonographers in Australia and New Zealand. Since its establishment in 1992, the ASA has gone from strength to strength in terms of membership, advocacy and member services. Our 5,100+ members practise in all specialty areas of diagnostic medical sonography.

The ASA's purpose is to lead the profession in delivering excellence in sonography for the community. By advancing the profession and professional standards, and supporting our members to undertake best practices in sonography, we ensure that the public has access to safe and high quality medical ultrasound services. This Annual Report presents work undertaken in 2016–2017 in five strategic areas that the Association has identified in order to achieve this purpose.

Our goals

The goals of the ASA, as documented in the ASA's *Strategic Intent 2015–2020* are to:

- be a world leader in providing sonographer education and research
- promote and advocate the highest possible professional standards
- enhance the role of the profession as the registered experts in medical sonography
- provide exceptional member value
- deliver organisational excellence as a professional association.

PRESIDENT'S REPORT

As your President, it is my great pleasure to present to you the ASA's achievements for the 2016–2017 financial year in the form of the annual report. It outlines some of the important steps and changes the ASA has undertaken, bringing the Association to the present moment where it stands strong and unwavering as the peak body representing the majority of Australian and New Zealand sonographers.

During this year we unfortunately said goodbye to two most distinguished Directors, Dr Ann Quinton and Tony Forshaw. Ann served as ASA Director from July 2012 to September 2016 and during her term she served as Vice President and President. Tony also served as President during his term from May 2014 to February 2017. Both respected professionals in their field, Ann and Tony guided the ASA with dedication and fairness ensuring open discussions on a range of issues presented to the Board. I can readily testify to the long hours required of an ASA President. Tony and Ann both steered the ASA through some challenging times over their terms and I acknowledge and appreciate their sacrifices and dedication. In their place, we welcomed to the Board Michele Dowling and Jodie Long who bring their considerable experience and passion as sonographers to contribute to Board decisions and help direct the ASA journey.

ASA membership continues to grow, experiencing an overall Association membership growth of 8% since the last financial year. Of note, there has been a considerable increase of 34% in membership uptake by our New Zealand colleagues with three local branches now established.

SIG2016 Queenstown was not only an exceptional educational experience but it gave local New Zealand sonographers the chance to expand their skills and knowledge in their own backyard while showing off a beautiful country to their Australian counterparts. As a boutique educational experience, a most knowledgeable group of MSK and O&G sonographers freely shared their experiences, tips and tricks in specialized workshops and lectures with the backdrop of snow, water and mountains.

The Annual Conference in Brisbane this year was an extraordinary event with exceptional speakers and a quality program. Proffered paper submissions exceeded all previous records, demonstrating original and innovative research alongside clinical practice that Australian and New Zealand sonographers are known for throughout the ultrasound community. It was great seeing sonographers running from room to room to catch the speaker or topic of their choice and actively participating in workshops where the hands-on learning was most engaging.

Under Tony Forshaw, the Future Directions Forum (FDF) underwent a change; an invited panel of experienced sonographers gathered on stage for an open discussion with delegates early Sunday morning during the Annual Conference. There was a clear message regarding the importance of the ASA to continue to offer educational opportunities to all sonographers through **asawebinars** and Travelling Workshops, despite the change in the corporate sponsorship landscape. At the next Annual Conference, the FDF will again host an open exchange with a panel of invited



ASA President Dr Jennifer Alphonse with ASA2017 Brisbane *Best Overall Presentation* winner Peter Coombs

PRESIDENT'S REPORT

sonographers discussing the topics most important to members.

None of these professional development events would be the success that they are without the dedication and commitment of the generous team of ASA volunteers. We celebrate and thank ASA volunteers each year at the Awards of Excellence breakfast, for they are ever present at every meeting and ever ready to assist. I am genuinely grateful that the ASA has such an amazing group. To the members of our ASA committees; convening committees of the Annual Conference and Special Interest Group Symposium, branch committees, Special Interest Group committees, and other committees such as the Education Advisory Committee, Sonographer Advancement Working Party, and Fellowship Panel, without you the ASA would not be what it is.

The ASA also wouldn't function without a dedicated team in the ASA office. Dr Gillian Whalley, as Acting CEO, has shaped and steered the ASA staff, helping the team to grow through new methods and new ventures, in addition to doing what has always been done, better and with greater success. The ASA staff is also the reason the ASA enjoys the status as an exceptional association for members.

The ASA office has been very busy this year. The new website was launched and the membership team is rigorously converting the attendance at CPD events to points. Your patience through this process is most appreciated. The ASA Practice Update on early pregnancy loss was published in February 2017. The ASA also endorsed international guidelines that sonographers may find useful. These resources can be found on the ASA website.

In the lead-up to the Australian Census in 2016, the ASA communications team ingeniously encouraged us to identify ourselves as sonographers – a name that is still foreign to the average person. Like so many of my colleagues, I am impatient for the day when I can tell someone my profession and not have to clarify with the statement “I do ultrasound” or explain that ultrasound is more than just a scan for pregnant patients. The communications team

has also been active on Facebook, Twitter and LinkedIn. I encourage all of you that occupy these social media spaces to get involved and spread the word about sonographers.

ASA is still working towards sonographer registration and advanced practice. These are two very difficult roads to travel and the way is not smooth or even inviting. The ASA is looking for options and potential external partners to progress the journey. United, we will be more successful.

Sonography, the peer-reviewed scientific journal of the ASA, has experienced yet another great year. With a paper in the top 10 of articles downloaded across the Wiley Group in 2016, it continues with a level of research and education that is now synonymous with ASA sonographers. *Sonography* is also included as one of the journals Wiley sells via the Council of University Librarians (CAUL) which means it is accessible to anyone with university library access. EBSCO is another amazing resource for ASA members and is available on the website. It gives sonographer members free access to thousands of journal articles at the click of a button.

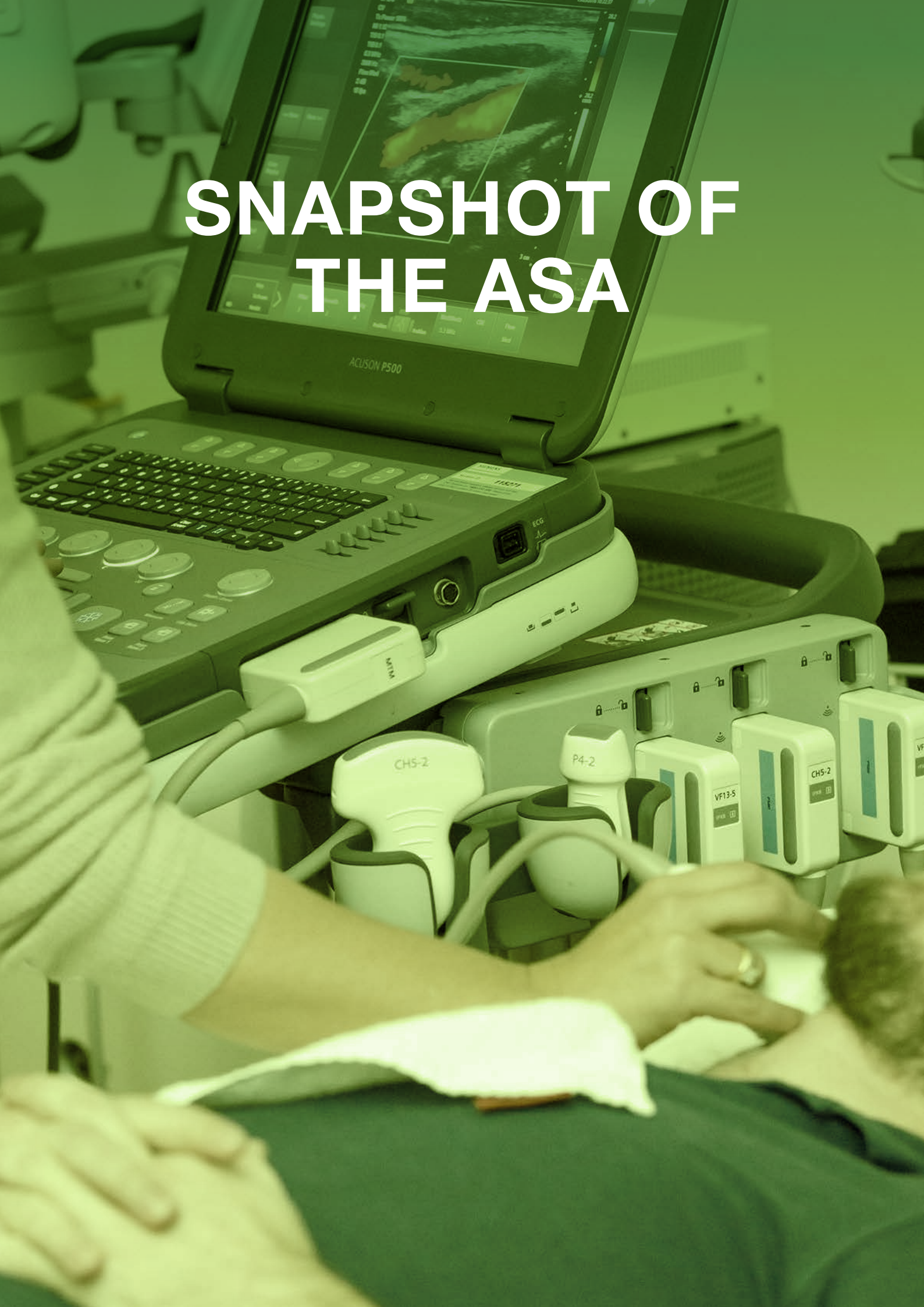
Last, but certainly not least, I thank the dedication of the ASA Board of Directors. Not one day goes by when I don't read an email from the ASA office or an ASA committee and then call on my fellow Directors for comments and advice. They are an extraordinarily loyal and committed group of people that think first and foremost of the members of the ASA.

It is an exciting time to be an ASA member and over the next year you will see the ASA continue its unique role, leading the profession by delivering excellence in sonography for the community.



Dr Jennifer Alphonse
President

SNAPSHOT OF THE ASA



BOARD OF DIRECTORS



Dr Jennifer Alphonse, President, is a generally trained sonographer who has worked in ultrasound for over 20 years, specialising in obstetric and gynaecological (O&G) scanning for the past 12 years. She currently holds a clinical position in a tertiary private O&G practice in Sydney. Jennifer has extensive experience in research and scientific publications. She completed a PhD in 2015 and her doctoral thesis, titled *Frontomaxillary facial angle in early pregnancy*, resulted in the publication of five peer-reviewed papers. She also holds a position at the University of NSW as a research sonographer and is a reviewer of O&G manuscripts for international journals.



Steve Mackintosh, Vice President, is a general sonographer and MRI technologist working for Pacific Radiology in Palmerston North, New Zealand, as a Senior Sonographer and MRI Unit Charge. He has particular interests in musculoskeletal imaging and clinical education, and continues to enhance his own education, currently studying towards a Master of Health Science through Auckland University. Stephen is the first New Zealand member to be appointed as an ASA Director and has strongly supported the ASA's expansion into New Zealand. In addition to providing a Kiwi voice on the Board of Directors, Stephen has been on the convening committees for the Special Interest Group Symposia held in Wellington (2013) and Queenstown (2016).



Erika Cavanagh, Director, Erika Cavanagh is a senior sonographer in the Maternal Fetal Medicine Department at the Gold Coast University Hospital. Prior to this she was the Chief Sonographer at the Royal Prince Alfred Hospital in Sydney for nine years. Erika has a keen interest in sonographer education and advanced practice, and in 2016 completed a Master of Sonography at the University of South Australia. Erika's expertise in fetal ultrasound is reflected in her representation of the ASA on specialist external committees.



Sarah Colley, Director, is a general sonographer with extensive experience in the ultrasound industry and also in education and training. After gaining her Diploma of Medical Ultrasound (DMU) in the 1980s she entered the world of private radiology in Sydney. She went on to work with Toshiba for 19 years and subsequently Siemens Healthineers as an Applications Specialist. Sarah was involved in the establishment of the postgraduate ultrasound qualification at Sydney University in 1990, where she has since returned in an Honorary Associate position teaching ultrasound to medical students. Sarah served as Vice President of the ASA in 2014/2015.



Jodie Long, Casual Director, has over 20 years' healthcare experience and has been a qualified sonographer since 1999. She has practised ultrasound across 3 countries, has 11 years of corporate and 6 years of management experience, and is currently working as a consultant with radiology practices in Sydney.



Michele Dowling, Director, began her career in London, with an undergraduate degree in radiotherapy from St Bartholomew's Hospital. After moving to Sydney, she added a second degree in diagnostic radiography and then qualified as a sonographer in 1998. She worked at Southern Radiology in Sydney for many years, ending up as Group Practice Chief Sonographer, managing a large team of sonographers and students across nine locations. Still in Sydney, her current position is with a new independent enterprise, which has a specialist focus on obstetrics, paediatrics and MSK. Michele's background brings an insider's knowledge of an international health system and experience in clinical management.



Silvano Palladino, External Director, is a qualified medical scientist with experience in laboratory medicine and laboratory management. He is currently the Executive Director of PathWest Laboratory Medicine WA and also an adjunct Associate Professor with the University of Western Australia's Faculty of Medicine. Silvano has a strong interest in the professional and workforce matters affecting the health sector and is involved with various professional bodies. He is a Foundation Fellow of the Royal College of Pathologists of Australasia's Faculty of Science, and was a member of the Faculty's Foundation Committee. He is also a member of the Australian Society for Microbiology Workforce Standing Committee. Silvano was appointed to the ASA Board in 2015.



Tony Parmiter, Director, has been the Senior Specialist Sonographer for many years at Repat Radiology, Repatriation General Hospital in Adelaide. Despite working across a broad spectrum of general sonography Tony specialises in vascular and O&G ultrasound, with particular interests in high risk pregnancy plus diagnostic fetal scanning in the first and early second trimester. His clinical and professional experience is recognised through appointments to course advisory panels at a number of tertiary education institutions. Tony is passionate about advancing the profession of sonography and also his role at the ASA, which has allowed him to contribute to the profession at the highest levels. Tony served as Vice President from 2015–2017.



Lars Schiphorst, External Director, is a management consultant with extensive experience in the strategic design and delivery of business and technology change. He has worked in a variety of industry sectors ranging from financial services to resources to government and not-for-profit. Lars is currently a Director at Building4Business Pty Ltd and holds other non-executive Board positions in addition to the ASA, where his experience is valuable in achieving strategic objectives with appropriate governance and risk management. Lars was appointed as the ASA's first External Director in early 2011. He is also Chair of the Finance and Risk Committee and a member of the Governance Committee.

MEMBERSHIP

The ASA is the largest professional association that solely represents sonographers in Australia and New Zealand.

We are here to advance the sonography profession and to support our members, as well as catering for the diverse needs, interests and expectations of our members. Our members are essential to the sustainability and growth of the profession and the ASA. Active participation of our individual and corporate members underpins the ASA community.

For the ASA, 2016–2017 was a year of impact, innovation and growth. In April 2017, we were excited to reach a significant membership

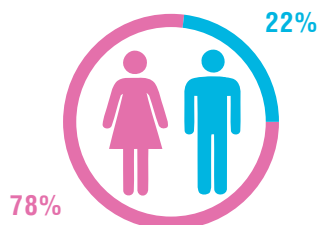
milestone; 5,000 members and still growing. This is a reflection of the thriving and engaged sonography community across Australia and New Zealand.

The ASA continues to seek effective and innovative ways to increase the value of ASA membership; improve our member services; and advance the sonography profession. Understanding who our members are, and therefore their needs, is key to providing this.

Membership at a glance



5,166 MEMBERS



78%

MEMBER GENDER

41

AVERAGE AGE

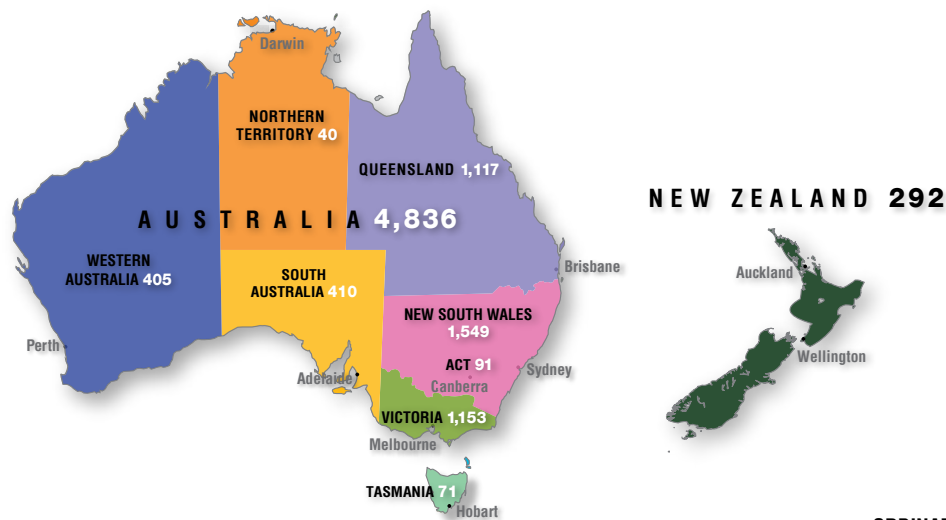
30

AVERAGE STUDENT AGE

44

AVERAGE ORDINARY MEMBER AGE

Where our members come from



OVERSEAS 38



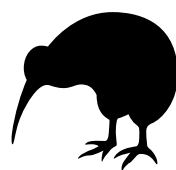
How we have grown



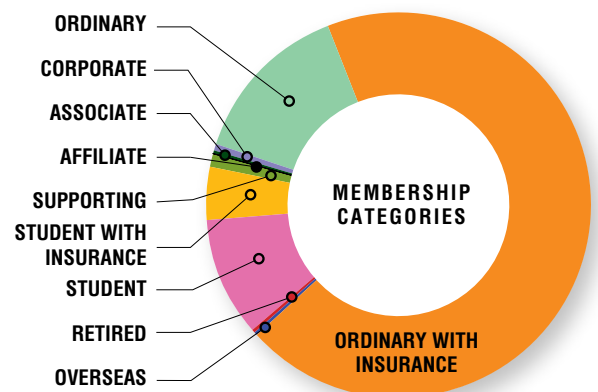
8.2% TOTAL MEMBER GROWTH



94.2% MEMBER RETENTION



34% GROWTH IN NEW ZEALAND MEMBERSHIP



CORPORATE PARTNERSHIPS

As a self-funded association, the ASA largely relies on membership subscriptions and sponsorship contributions for maintaining its important member services, including continuing professional development (CPD) activities.

We value the contribution of our corporate partners and believe that their success enhances the success of the sonography profession. For this reason, we do everything we can to support their initiatives and endeavours.

In 2016–2017 our corporate partners continued to show their support of the ASA through corporate membership; sponsorship of **asawebinars** and Travelling Workshops; sponsorship of, and exhibition at, the ASA's major events.

In particular, we would like to thank our major partners GE Healthcare, Philips, Siemens Healthineers and Toshiba Medical for their significant support of ASA major events and other CPD events.

Without the support of all our corporate partners the ASA would not be able to offer such great value membership that includes a diverse range of member benefits. The ASA continues to develop its existing corporate partnerships and actively explore new supporter relationships.

Corporate Members

Current as of 30 June 2017

Aon	H1 Healthcare	QScan Radiology Clinics
Aussie Locums	Healthcare Imaging Systems	Quantum Health Group
Australian School of Medical Imaging	HeartWise	QUT
Choice One	Horizon Radiology	Siemens Healthineers
Coastal Medical Imaging	I-MED Radiology	Sugarman International
CQUUniversity	Julie Warner Health	The Bambach Saddle Seat
FUJIFILM Sonosite	Lantheus Medical Imaging	Tognetti Consulting Pty Ltd
GE Healthcare	Meditron	Toshiba Medical
Global Health Source	Perth Cardiovascular Institute	Tristel
	Philips	



GE Healthcare

**SIG2016 QUEENSTOWN
PLATINUM SPONSOR**

**ASA2017 BRISBANE PLATINUM SPONSOR
SELECTED ASA TRAVELLING WORKSHOPS**



**SIG2016 QUEENSTOWN
PLATINUM SPONSOR**

**ASA2017 BRISBANE PLATINUM SPONSOR
ASAWEBINAR SERIES**

**SIEMENS
Healthineers**

**SIG2016 QUEENSTOWN
PLATINUM SPONSOR**

**ASA2017 BRISBANE GOLD SPONSOR
SELECTED ASA TRAVELLING WORKSHOPS**

**TOSHIBA
MEDICAL**

**SIG2016 QUEENSTOWN
PLATINUM SPONSOR**

ASA2017 BRISBANE GOLD SPONSOR



HIGHLIGHTS AND ACHIEVEMENTS

Membership

- 8% overall membership growth.
- 34% growth in New Zealand membership.
- Continued strong growth in student membership
- 5,166 members as at 30 June 2017.
- Retention of over 94% of existing members, exceeding the industry average.
- Membership and active participation of our 28 corporate members.
- 11% increase in members enrolled in our PD-**asa** CPD management program.

Education and Research

- ASA2017 Brisbane, the 24th Annual Conference of the ASA, attended by 1,300+ delegates.
- SIG2016 Queenstown, the ASA's 12th annual Special Interest Group Symposium.
- 72 branch education meetings across Australia and New Zealand with 1,840 attendees.
- 20 Travelling Workshops in 18 locations across Australia and New Zealand with a total of 638 attendees.
- 11 **asawebinars** presented with live and recorded versions watched by a total of 5,904 viewers.
- Inaugural student cohort completed the Postgraduate Certificate in Ultrasound-guided Musculoskeletal Interventions.
- Numerous initiatives to promote sonographer engagement in research.
- A record number of abstracts submitted, and proffered papers presented, for ASA2017 Brisbane.
- Growing international readership of the *Sonography* journal: 16,000 article downloads in 2016, average number of downloads per article 168.
- High quality original articles in *Sonography*, with one article ranking in the 'Top 10 downloaded' of Wiley's Radiology publications.
- Update of the *Sonography* iOS app, providing readers with convenient and easy access to the journal and immediate access to new content.

Professional Standards

- Establishment of the National Alliance of Self Regulating Professions (NASRHP) as an independent organisation for assessment and recognition of self-regulating professions.
- Involvement with state implementation of the National Code of Conduct for health care workers.
- Cross-industry support of an application for Australian sonographers to be regulated under the National Regulation and Accreditation Scheme (NRAS).
- Successful advocacy to bring Australian

sonographer CPD requirements into line with other health professions.

- Implementation of a new framework for reviewing ASA guidelines.
- Publication of new Practice Update *Early pregnancy loss*.
- Endorsement of appropriate external resources to provide members with current evidence-based practice guidance.

Enhancing the Profile of Sonography

- Enhancement of industry and professional peak body partnerships through alliances and committee representation.
- Joint industry campaigns to raise the profile of the profession by capitalising on relevant national and international events.
- Numerous responses to government and industry consultations to ensure recommendations consider the role of sonographers in the clinical context.
- Publication of media releases and position statements responding to topical issues and raising the profile of the profession and the ASA.
- Increased recognition of the ASA by media outlets, generated by ASA media releases and position statements.
- Awareness of the profession and ASA through increased social media reach and engagement.

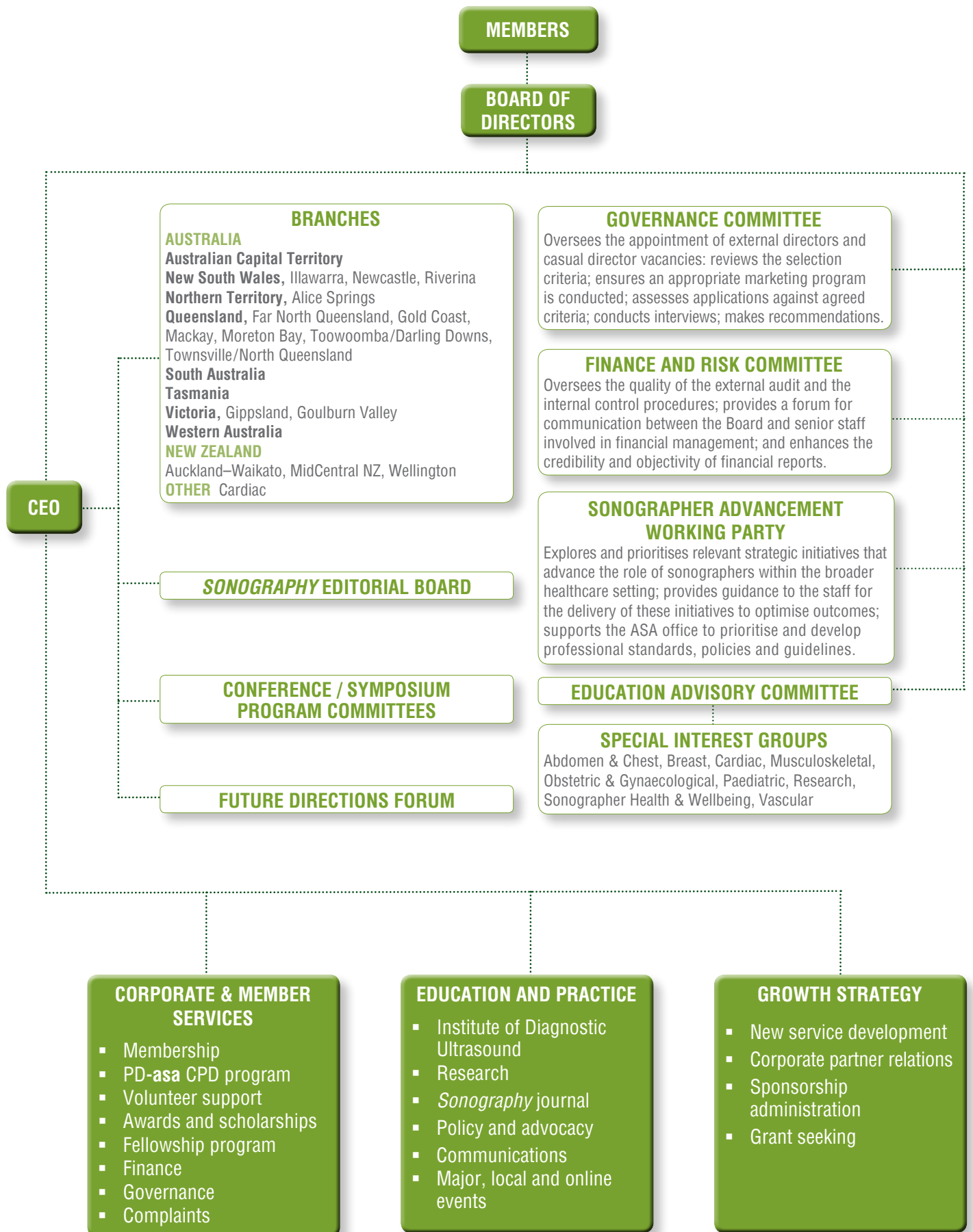
Member Value

- Strong advocacy for and promotion of the sonography profession.
- A single level of professional indemnity insurance for sonographers regardless of employment type.
- Networking opportunities through a range of professional development events and digital forums.
- *soundeffects news* member magazine and the new *cross section* e-newsletter ensure regular and timely information to members.
- Launch of the new ASA website and member database.
- Transition of PD-**asa** to the new ASA database and new regulatory CPD frameworks.
- Free access to health and medical literature via EBSCOhost.

Organisational Excellence

- Board governance training and initiating recruitment of an additional External Director.
- Review of ASA committees and recruitment of new committee members.
- Increased staff engagement through team management changes and professional development.
- Re-certification of PD-**asa** under ISO 9001:2008.

ORGANISATION CHART





**EDUCATION
AND RESEARCH**

PROFESSIONAL DEVELOPMENT – SIG2016 QUEENSTOWN



The ASA's annual Special Interest Group (SIG) Symposium is a boutique event, providing comprehensive educational content to small audiences on selected ultrasound streams.

The Symposium format was developed to provide sonographers with more concentrated professional development in specific scanning specialties. This caters to experienced sonographers with specialised scanning interests and also those entering specific ultrasound streams.

SIG2016 Queenstown, the ASA's 12th SIG Symposium, was held from 10–11 September 2016 at the Hilton Queenstown Resort and Spa, inviting delegates to “be part of something remarkable”. With a targeted and engaging program, a talented faculty of speakers, a strong cultural influence, and breathtaking scenery, the Symposium certainly provided an inspiring setting for delegates.

The two-day Symposium focused on the popular streams of musculoskeletal plus obstetric and gynaecological ultrasound, with an overall theme of ‘Base Camp to Summit’. The aim was to ensure that sonographers who attended the Symposium were better prepared and resourced to strive for their own professional summit.

Presenters included specialist sonographers, medical, surgical and allied health professionals. Photographer and advocate Rachel Callander spoke about the importance of sonographer communication in obstetric ultrasound. Following feedback about Rachel's talk and the impact it had on the sonographers present, Rachel was invited to be a plenary speaker at ASA2017 Brisbane where the theme, aptly, was ‘impact’.

In addition to the educational content, the smaller nature of the SIG Symposium provided delegates, speakers and sponsors the opportunity to engage in a more personal capacity in the workshops and social events.

Platinum partners GE Healthcare, Philips, Siemens Healthineers and Toshiba Medical again generously supported this ASA major event and provided live scanning workshops.

The dedicated and enthusiastic program committee contributed greatly to the success of this event: Steve Mackintosh, Deborah Mackintosh, Lisa Hackett, Greg Lammers and Jill Muirhead.



EDUCATION STREAMS AT SIG2016 QUEENSTOWN



Delegates were treated to a traditional welcome at SIG2016 Queenstown

PROFESSIONAL DEVELOPMENT – ASA2017 BRISBANE

asa|2017 | 24TH ANNUAL INTERNATIONAL CONFERENCE
BRISBANE | 2 – 4 JUNE 2017
BRISBANE CONVENTION & EXHIBITION CENTRE



The Annual Conference is the flagship event for the ASA, and the largest annual event presented specifically for sonographers in Australasia.

The ASA's 24th Annual Conference, ASA2017 Brisbane, was held from 2–4 June 2017 at the Brisbane Convention & Exhibition Centre. The conference theme of 'impact' emphasised:

- the clinical impact sonographers have on patients in making life changing or life-saving diagnoses
- the impact sonographers can have on patient experiences through their behaviour and communication
- the impact of research on clinical practice and product development
- the impact of new technology and techniques on sonography practice

More than 1,300 delegates attended plenaries, lectures and workshops across the three days. The educational program covered the following clinical streams: abdominal and chest, breast, musculoskeletal (MSK), obstetric and gynaecological (O&G), paediatric, small parts and vascular, in addition to cardiac content presented at the Cardiac Symposium.

For the first time, the program included a non-clinical stream run in concurrent sessions, highlighting professional opportunities and challenges for sonographers. There was also a new 'student' stream focusing on topics relevant to sonography students and entry-level sonographers.

The ASA2017 Brisbane speaker line-up featured three international keynote speakers: Dr Ann Marie Kupinski from the USA (vascular); Dr Sushil Allen Luis, also from the USA (cardiac); and Professor Waldo Sepulveda from Chile (O&G). Six esteemed local experts also contributed their expertise as national keynote speakers. These included: Lisa Hackett (MSK); Professor Jon Hyett (O&G); Jenifer Kidd (vascular); Frauke Lever (breast); Professor George Murrell (MSK); Dr Jeni Saunders (MSK).

ASA2017 Brisbane provided many opportunities for delegates to gain insights and practical skills from

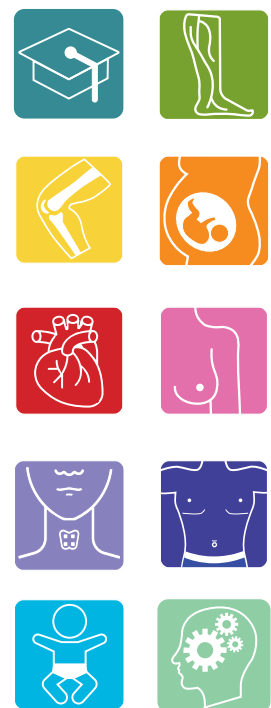
experts, both through presentations and discussions at networking events. The Gala Dinner and Awards of Excellence breakfast provided an opportunity to celebrate the outstanding achievements of the ASA's high achievers. For details of award winners see 'Member recognition' on page 33.

The Annual Conference is also an opportunity for sonographers to potentially showcase their work to peers. We received a record number of abstracts for ASA2017 Brisbane, with 53 proffered papers ultimately being presented during the Conference; 33 as oral presentations, 20 as ePosters. For details of conference award winners, see also 'Member recognition' on page 34.

Post-conference surveys of delegates and exhibitors confirmed the success of ASA2017 Brisbane, as did the very positive feedback from many of our sponsors, presenters and volunteers.

Our Platinum partners Philips and GE Healthcare generously supported ASA2017 Brisbane, with both sponsorship and equipment for live scanning workshops. We were pleased to have a large number of gold sponsors at this year's event: LifeHealthcare, Quantum Healthcare, Queensland X-ray, Siemens Healthineers, and Toshiba Medical. We appreciate and thank all partners, sponsors and exhibitors for their valued and ongoing support.

The dedicated and tireless work of the conference program committee was a key part of the event's success. The ASA2017 Brisbane committee was co-chaired by Julie Cahill and Anna Galea and included Deborah Fox, Christopher Gilmore, Toni Halligan, Lynette Hassall, Natalie Kelly, Warren Lewis, Afrooz Najafzadeh, Donna Napier, Nayana Parange, Rhyan Priestley, Tristan Reddan, and Vanessa Roach. Events staff from the ASA office; staff from The Conference Company; lecture and workshop presenters; and student volunteers all contributed to make ASA2017 Brisbane a fabulous event.



**EDUCATION STREAMS AT
ASA2017 BRISBANE**

PROFESSIONAL DEVELOPMENT – TRAVELLING WORKSHOPS



The ASA's Travelling Workshops take professional development opportunities to our members, with experienced sonography educators sharing their skills and expertise in a range of locations across Australia and New Zealand.

In 2016–2017 the ASA provided 20 Travelling Workshops in 18 locations with a total of 638 attendees. These workshops covered topics in six streams: abdominal, obstetrics and gynaecology, musculoskeletal, paediatric, cardiac and vascular.

Our Travelling Workshops consistently rate very highly with members, and their success is due to the preparation and dedication of the travelling educators and local organisers. The popularity

and importance of the Travelling Workshops was highlighted at the Future Directions Forum at the 2017 Annual Conference in Brisbane. In response to the demand for Travelling Workshops, the ASA now offers morning and afternoon workshop sessions in most locations.

We thank Siemens Healthineers and GE Healthcare for their support of the 2016–2017 Travelling Workshop series.



Workshop date	Location	Workshop topic	Presenter
23 July 2016	Launceston, TAS	Paediatric ultrasound	Cain Brockley
23 July 2016	Traralgon, VIC	Obstetric and gynaecological sonography	Catherine Robinson
23 July 2016	Auckland, NZ	Advanced upper limb MSK	Marguerite Leber
6 August 2016	Townsville, QLD	Paediatric ultrasound	Cain Brockley
6 August 2016	Bathurst, NSW	Abdominal and renal sonography	Faye Temple
6 August 2016	Wollongong, NSW	Understanding the biomechanics of the upper limb in MSK imaging	Lisa Hackett
15 October 2016	Wellington, NZ	Fetal heart	Ann Quinton
15 October 2016	Broome, WA	Advanced upper limb MSK	Marguerite Leber
16 October 2016	Broome, WA	Advanced lower limb MSK	Marguerite Leber
12 November 2016	Coffs Harbour, NSW	Making the diagnosis in MSK injury	Scott Allen
12 November 2016	Adelaide, SA	Obstetric and gynaecological sonography	Paula Kinnane
3 December 2016	Bendigo, VIC	Understanding the biomechanics of the lower limb in MSK imaging	Lisa Hackett
11 February 2017	Geelong, VIC	Neonatal and paediatric ultrasound	Cain Brockley
11 March 2017	Orange, NSW	The role of ultrasound in the management of high risk pregnancies	Tracey Taylor
11 March 2017	Wodonga, VIC	Vascular ultrasound	Jacqui Robinson
18 March 2017	Melbourne, VIC	Mitral regurgitation: from basic to advanced quantification	Rebecca Perry
8 April 2017	Tweed Heads, NSW	MSK ultrasound: making the diagnosis	Scott Allen
8 April 2017	Sunshine Coast, QLD	Abdominal ultrasound	Faye Temple
13 May 2017	Toowoomba, QLD	Vascular ultrasound	Deb Coghlan
17 June 2017	Adelaide, SA	Lower limb and Upper limb MSK ultrasound	Daniel Walkley

PROFESSIONAL DEVELOPMENT – ASA BRANCH MEETINGS



The ASA has branches in all Australian states and territories and in New Zealand. Branch meetings provide members with local networks, professional development that meets local needs, and opportunities for speaker development at the grass roots level.

The size and setting of branches varies; from large to small, and from metropolitan to regional.

ASA branch committees use a variety of meeting formats to bring sonographers together, based on what works best for their respective locations. In 2016–2017, branch meetings have taken many different forms, including educational presentations, workshops, case study sessions, viewing of live and recorded **asawebinars**, and quiz nights.

Across the 2016–2017 year, 72 branch meetings were held, with a total of 1,840 attendances. It is exciting to see that some of our newest and most remote branches are as healthy and active as some of the more established and metropolitan branches.

For example:

- The Newcastle Branch celebrated its first year with a special ‘branch focus’ report featuring in the January 2017 issue of *soundeffects news*
- Alice Springs and Northern Territory Branches enjoy coming together to watch live and recorded **asawebinars**.

Branch committees are essential for the operation of our branches and branch meetings. Without the dedicated work of branch committee members, many of our regional members would have access to far fewer networking and professional development opportunities.



PROFESSIONAL DEVELOPMENT – ASAWEBINARS



asawebinars offer members an easy and flexible way to learn, enabling them to undertake professional development while balancing work and home commitments. They are delivered by experienced subject matter experts, and are specifically tailored for sonographers and sonography practice.

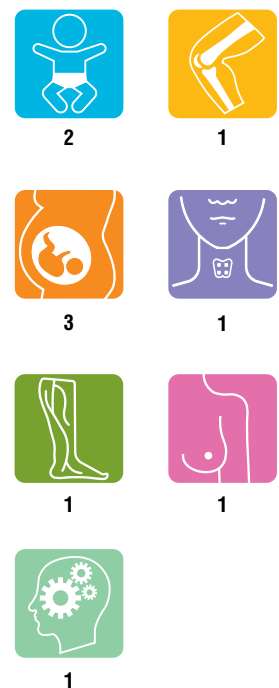
Live asawebinars are recorded and, subject to the presenter's consent, are added to the asawebinar library. Recorded asawebinars are available to members via the ASA website, for 12 months from the date of the live presentation. This offers members the flexibility of watching recorded asawebinars anywhere, anytime for up to a year.

In 2016–2017, 11 asawebinars were presented and added to the asawebinar library. By end August 2017, these had been viewed by a total of

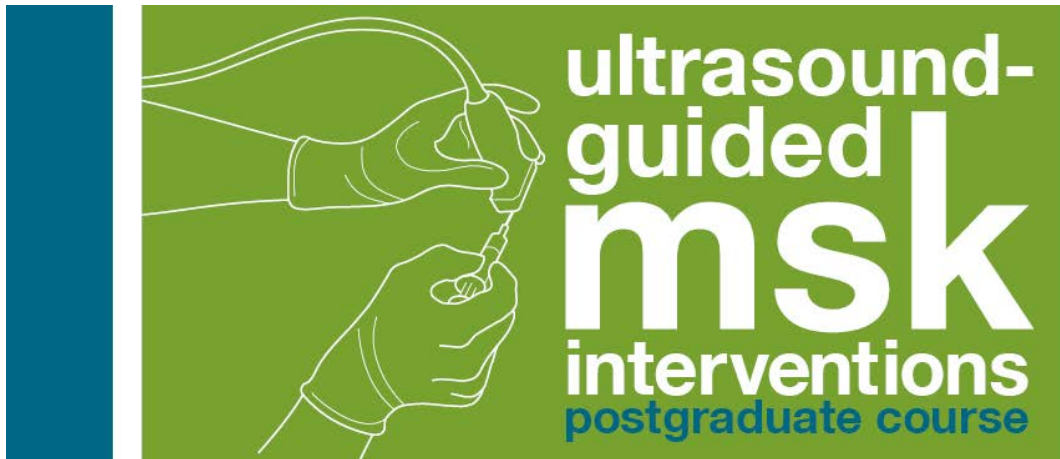
5,904 participants. The quality and innovation of our asawebinar presenters was highlighted this year with:

- Presentations by international speakers Jennie Durant and Gail Size, both from the USA.
- Live tweeting of key points and references during the presentation by Tristan Reddan.

The asawebinars are brought to members free as a result of the partnership between Philips and the ASA.



Date of asawebinar	asawebinar topic	Presenter/s	Participants (live)	Participants (recorded)	Total views
28 July 2016	<i>Ultrasound of the post-treatment breast</i>	Louise Worley	444	339	783
18 August 2016	<i>Vascular sonography</i>	Gail Size	360	455	815
1 September 2016	<i>Paediatric renal</i>	Ilona Lavender	218	524	742
12 October 2016	<i>IOTA/IETA</i>	Dr Patricia Lai	352	339	691
16 November 2016	<i>Ultrasound of the scrotum</i>	Mark Smyth	267	337	604
18 January 2017	<i>How to present research using PowerPoint</i>	Anna Graves	116	105	221
1 February 2017	<i>Fetal genitourinary anomalies</i>	Jennie Durant	194	181	375
8 March 2017	<i>Breast lesion characterisation</i>	Frauke Lever & Jenny Parkes	194	181	375
16 March 2017	<i>Assessment of the cervix</i>	Catherine Robinson	164	154	318
5 April 2017	<i>Ultrasound of the knee</i>	Greg Lammers	216	169	385
14 June 2017	<i>Paediatric appendicitis</i>	Tristan Reddan	451	144	595



Sonographer education continues to be a high priority for the ASA. The ASA advocates for quality education and clinical training that will support a sustainable workforce and the further advancement of the profession. This includes opportunities for further education in advanced and extended scope practices.

Institute of Diagnostic Ultrasound

Delivering bespoke education programs for sonographers is a major strategic direction for the ASA, which led to the creation of the Institute of Diagnostic Ultrasound (IDU) in 2015. The possibility of establishing an independent postgraduate institute approved by Australia's Tertiary Education Quality and Standards Agency (TEQSA) has been explored. However, our recent focus has been directed towards short courses that offer specific and applicable sonographer skills, and potential partnerships with tertiary education providers such as that with the University of Essex (UK).

In October 2016, the Executive Director of the IDU, Gillian Whalley, was seconded to the position of Acting CEO. Although this has slowed the work of the IDU it has provided an opportunity to reflect on the best way to proceed. In the 2017–2018 year, we hope to introduce some short courses tailored for sonographers including clinical supervision, contrast ultrasound, and point of care ultrasound.

Postgraduate certificate

In 2016, the ASA offered the inaugural Postgraduate Certificate in Ultrasound Guided Musculoskeletal Interventions, in conjunction with University of Essex. Fifteen of the sixteen enrolled students successfully completed the course, and graduated in July 2017. This course is the first of its kind in Australia and New Zealand, and students overwhelmingly expressed their satisfaction with the educational quality and knowledge gained in the course for their practice.

These fifteen ASA members from New South Wales, Queensland, South Australia and New Zealand are pioneering the first recognised example of an extended scope of practice by sonographers in

Australasia, setting the benchmark for excellence in providing ultrasound services with expanded responsibilities.

The ASA is working closely with Queensland Health in delivery of this scope of practice, and the establishment of a research project to document outcomes and provide an evidence base for this practice.

Sonographer workforce development program

The capacity to provide supervision for trainees is currently a significant constraint in growing the sonographer workforce. In New Zealand, the ASA has begun a collaboration with the national Sonographer Workforce Development Programme (SWDP), with an initial focus on supporting quality clinical supervision for trainee sonographers.

The SWDP was established in 2015 by the 20 New Zealand District Health Boards (DHBs). Its focus is developing a sustainable and stable sonographer workforce which is able to meet New Zealand's present needs and future demand. Previous work by the SWDP identified the need to increase support for clinical supervisors in sonography. The SWDP group is aiming to develop and deliver a supervision training course that covers the core generic elements of supervision while incorporating components specific to the sonographer workforce.

As a first step, the ASA is providing the DHBs with printed copies of the ASA guideline *A Sonographer's Guide to Clinical Supervision*. The ASA looks forward to working with the SWDP and identifying further opportunities that build on the SWDP's work to date.

MEMBER RESEARCH



2016–2017 saw an increased commitment to supporting members' involvement in research activity, and showcasing sonographer research from Australia and New Zealand.

- Research commentaries by members of the Research Special Interest Group (SIG) committee were published in the September and December issues of *Sonography*. These reflected on recent research and provided a critical analysis of what the findings mean for sonographers' daily practice.
- In January 2017, the Research SIG facilitated the ASA's first research-focused **asawebinar** *How to present research using PowerPoint for the novice and more experienced presenter*. This was well received; over 200 members have viewed either the live or recorded version of this **asawebinar**.
- The Research SIG has been developing different strategies to facilitate sonographer research including the reinvigoration of ASA Research Grants.
- The ASA's scientific journal, *Sonography*, published a special issue in December 2016 focusing on sonographer training. The response from authors to the call for papers for this issue was very encouraging. For more information on the journal in 2016–2017, see the section on 'Sonography', on page 19.
- *Sonography* Editor in Chief, Glenda McLean, gave a presentation to cardiac sonographers in Melbourne in June 2017 on *How to become a published author*.
- Throughout 2016–2017, Acting CEO Gillian Whalley contributed to the 'Research Matters' section in *soundeffects news*. These articles highlighted recent research papers published by ASA members and addressed topics relevant to sonographer researchers.
- This year saw the greatest number of abstracts submitted and accepted for presentation at the ASA Annual Conference. A total of 53 proffered papers were presented at ASA2017 Brisbane either as oral presentations or ePosters. For more information about this event, see the section on 'ASA2017 Brisbane' on page 13.
- The non-clinical stream at ASA2017 Brisbane included a session on research, featuring lectures on getting started in research; framing a research question; the importance of a research base for advanced practice; and strategies for increasing research capacity in allied health.

All this activity reflects growing interest amongst sonographers in becoming involved in research and the important role it has in raising the awareness of sonographers and their work.



SONOGRAPHY

Sonography is the ASA's peer-reviewed, scientific journal.

The journal is a major part of our commitment to promote research by the sonography profession, in order to advance the profession by:

- Providing the evidence for evidence-based practice in ultrasound
- Contributing to the profession's body of knowledge and skills.

The journal is published quarterly and features an international authorship and a fully electronic manuscript submission and peer-review process. The journal publishes on all aspects of sonography and medical ultrasound. Manuscripts may take the form of original articles, review articles, case report and series, resource reviews, editorial, letters to the editor and education articles outlining new techniques and equipment.

Sonography is provided in printed format to members and is available online through the Wiley Online Library. Readers had free online access to *Sonography* until the end of 2016, but from January 2017 the journal has been available by subscription only. ASA members continue to receive printed issues and have online access through their ASA membership. This is now a significant member benefit. The journal is also included in the Council of Australian University Librarians (CAUL) group of journals, which Wiley sells to libraries and institutions. This means it will continue to be available to people who have access to a university or hospital library.

Data on *Sonography* circulation and readership has been provided to the ASA for the 2016 calendar year (Volume 3). The highlights from this volume include:

- A growing readership with 16,000 article downloads in 2016 alone. This is up from 8,000 in 2015. The average number of downloads per article is 168 (compared to an average of 154 downloads per article across all journals published by Wiley in its *Radiology and Imaging* group).
- Outstanding growth in international readership. Articles from Volume 3 of the journal have

been downloaded all over the world with over half (52%) of all full text downloads occurring outside Australia and New Zealand. This is very encouraging for authors, the journal and the ASA.

- High quality and high performing articles; one article in particular stands out with significant readership. *Ultrasound in the assessment of hepatomegaly: A simple technique to determine an enlarged liver using reliable and valid measurements* was published in the June 2016 issue by a group including ASA members Jessie Childs and Kerry Thoirs. This was one of the Top 5 'most downloaded' from Wiley's radiology publications in 2016, downloaded 2,381 times. This is a great achievement, reflecting the significance of the group's work, and highlights the quality of research from the sonography profession.

Other highlights for the journal in 2016–2017 include:

- The first special issue of *Sonography*, with the December 2016 issue focusing on the important role of sonographer training. We were pleased with the enthusiastic response from authors to a themed issue and are planning another special issue in 2018 on 'Measurement'.
- The Supplement from the 24th Annual Conference, ASA2017 Brisbane. This issue, published in June 2017, contained abstracts from oral presentations, ePoster presentations and workshop presentations.
- The launch of an upgrade for the *Sonography* iOS app in June 2017. The app now provides easy and convenient access to all journal articles and issues, including immediate access to new content. The Android version is in development and we look forward to its release soon.
- Continued development of new digital features to make it easier for readers, authors and reviewers to access and contribute to *Sonography*. Content alerts allow readers to receive automatic notifications from the journal when new content is

In the 2016–2017 financial year, *Sonography* was published five times:

Volume 3 (2016)

- Issue 3 (September 2016)
- Issue 4 (December 2016)

Volume 4 (2017)

- Issue 1 (March 2017)
- Issue 2 (June 2017)
- Supplement: Abstracts from the ASA's 24th Annual Conference ASA2017 Brisbane (June 2017)

available on Wiley Online Library in Early View or a new issue has been published.

- Attendance by Editor in Chief, Glenda McLean, at the International Society of Managing and Technical Editors conference in China, March 2017. Glenda's attendance at such events ensures that *Sonography* maintains best publication practices, and helps raise the journal's international profile.

The Editorial Board of Glenda McLean (Editor in Chief), Trish Chudleigh, Peter Coombs, Anne Duffy, Alison Hall, Tim Hartshorne, Carly Hughes, Jill Muirhead, Rebecca Perry, Ann Quinton, Tristan Reddan and Kerry Thoires, has worked hard to develop the journal and bring a high quality

publication out each quarter. Quality reviewing is an important part of providing a quality journal, and more than 50 sonographers are involved in peer-reviewing manuscripts for the *Sonography* journal.

The journal has been supported by ASA members, the ASA Board of Directors and Wiley. Wiley staff Simon Goudie (Journal Production Manager), Albertina Ou (Singapore, Production Editor), Martha Rundell (Electronic Editorial Offices Manager) and Emma Ellis (Advertising Executive) are acknowledged for their contribution. The ASA and Wiley continue to work together towards full Medline listing for *Sonography*. Production staff from Wiley also attended ASA2017 Brisbane to support and promote the journal at the ASA trade exhibition stand.

Manuscripts published in *Sonography* from September 2016 to June 2017

Volume: Issue	Author (1st)	Title	Type
3:3	Baird, S	Detection of the growth-restricted fetus: which centile charts?	Original research
3:3	Reddan, T	Sonographic diagnosis of acute appendicitis in children: a 3-year retrospective	Original research
3:3	Najafzadeh, A	Stress and preterm birth: biological and vascular mechanisms affecting the fetoplacental circulation and the length of gestation	Review article
3:3	Shrestha Taylor, S	Ductal carcinoma in situ in breastfeeding breasts – role of sonography	Case report
3:3	Holley, A	Sonographic diagnosis of intraosseous epidermoid cysts of the calvarium	Case series
3:3	Graves, A	Re: Prognostic significance of carotid and vertebral ultrasound in ischaemic stroke patients. <i>Brain and Behaviour</i> 2016; 6: e00475. Muscari A, Bonfiglioli A, Magalotti D, Puddu G, Zorzi V, Zoli M (pages 114–15)	Commentary
3:3	Fenech, M	Musculoskeletal ultrasound (3rd ed)	Resource review
3:4	McLean, G	Sonographer education in Australia	Editorial
3:4	Thomas, S	Organisational and professional structures shaping the sonographer role in obstetrics	Original research
3:4	Sim, J	Preparing work-ready sonography trainees: An accelerated model of ultrasound training by the University of Auckland	Original research
3:4	Williamson, J	Is geographical location a barrier for echo training? An observational account of 10 student cardiac sonographers' pursuit to achieve accreditation	Original research
3:4	Thoires, K	Using a clinical decision-making framework to foster sonographer student learning in the clinical setting	Education
3:4	Parange, N	Teaching clinical diagnostic reasoning and research-mindedness in obstetric and gynaecologic sonography online using Research Skills Development Framework	Education
3:4	Bonacci, E	Posterior thoracic imaging in echocardiography	Case report
3:4	Griffin, E	Vein of Galen malformation	Case report
3:4	Lee, L	Re: A clinical supervision model in bachelor of nursing education – purpose, content and evaluation. <i>Nurse Education in Practice</i> 2013; 13: 506–11. Hall-Lord ML, Theander K, Athlin E	Commentary
4:1	Pallotta, O	Musculoskeletal pain and injury in sonographers, causes and solutions	Original research
4:1	Carroll, S	Nuchal translucency scans complicated by nuchal cord – Are we measuring correctly?	Original research
4:1	Gerrie, S	Auckland district health board radiology service improvement: An afterhours ultrasound service pilot study	Original research
4:1	Borg, M	The detection of spina bifida at 11–13+6 weeks' gestation	Review article
4:1	Reddan, T	Stumped? It could be stump appendicitis	Case series
4:1	Gordon, J	Undiagnosed case of right ventricular dilatation in a teenager	Case report
4:1	Zelesco, M	Meconium periorchitis – An uncommon cause of perinatal scrotal swelling	Case report
4:1	Ampt, S	The normal examination and echocardiographic measurements (3rd ed)	Resource review
4:2	Thoires, K	Transvaginal sonography: Sonographer reflections on patient experience using a critical incident technique	Original article
4:2	Ryan, F	The clinical education of sonographers: The effective supervision of sonographer trainees	Education
4:2	Stoodley, P	Anatomical and physiological complications related to left ventricular apical aneurysm	Case report
4:2	Robinson, L	A superior gemellus tear in a degenerative hip: Is it relevant?	Case report
4:2	Richards, B	Scrotal fat necrosis in two prepubertal boys	Case report
4:2	O'Brien, S	Non-traumatic myositis ossificans circumscripta	Case report

A blue-tinted photograph showing a medical professional in a white coat examining a patient's hand. The patient is lying in a hospital bed, and another person is visible in the background. The scene is set in a clinical environment, likely a hospital or clinic.

PROFESSIONAL STANDARDS



PRACTICE GUIDANCE

Continuing professional development

From 1 January 2017, the Australian Sonographer Accreditation Registry (ASAR) increased the minimum amount of continuing professional development (CPD) required of Australian sonographers. Sonographers must now accrue a minimum of CPD 60 points per triennium to maintain professional accreditation. This was the realisation of significant work in previous years by the ASA and the Australasian Society for Ultrasound in Medicine (ASUM) and an important step for the profession.

This change reflects what is already expected of most other health professions in Australia and internationally. It is already the required standard for registered sonographers in New Zealand, and strengthens the case of sonographers to be recognised and regulated under the National Registration and Accreditation Scheme in Australia. It was great to see the broad support of the profession in realising this change, which reflects the commitment of our members to delivering high quality medical ultrasound services to our patients.

In New Zealand, the ASA actively collaborated with the New Zealand Medical Radiation Technologists Board to develop revised *Competence Standards for Medical Imaging and Radiation Therapy Practice in New Zealand*. Released in March 2017, together with other new complementary documents such as the *Non-Clinical Practice Policy and Guidelines* and *Policy and Guidelines for Practitioners Working in a Locum or Casual Capacity*, these revised standards provide clear and contemporary expectations of how sonographers, and other medical imaging professions, demonstrate best practice in their roles.

Professional guidelines

In 2016 the ASA implemented a new framework for reviewing ASA practice guidelines, modelled on the National Health and Medical Research

Council's *A guide to the development, evaluation and implementation of clinical practice guidelines*.

This ensures a robust evidence-based approach is used to produce quality resources that support sonographers in professional best practice. The review and update of existing ASA practice guidelines is being supported by ASA Special Interest Groups and the Sonographer Advancement Working Party.

In addition to work on guidelines, the previous ASA Fast Facts member information series has been re-launched, with clinically relevant topics being published as Practice Updates.

The first publication in this new format, the *ASA Practice Update: Early Pregnancy Loss*, was released in February 2017. This very quickly proved to be an important member resource, with 544 people accessing the Practice Update in the first 24 hours following its publication. A reminder in *cross section* in May resulted in the document being accessed another 400+ times.

Having the new guideline framework in place has improved the ASA's identification and endorsement of other high-quality resources that specifically support sonographer practice. In 2016–2017 the ASA reviewed several such resources and in early 2017 the ASA Board endorsed:

- the joint guideline from the Royal College of Obstetricians and Gynaecologists and the Association of Early Pregnancy Units *Diagnosis and Management of Ectopic Pregnancy*.
- the Society of Diagnostic Medical Sonography updated *Industry Standards for the Prevention of Work Related Musculoskeletal Disorders in Sonography*.

Endorsement of appropriate externally-produced resources that align with our purpose, is a method by which the ASA can provide a greater range of tailored material for sonographer members, and allows the ASA to direct its own resources towards topics where no other guidance material currently exists.

REGULATION

As directed by the membership, regulation of the sonography profession in Australia has been one of the most important strategic activities of the ASA. This year has seen some real achievement in areas of work that have been progressed over many years.

Registration

In partnership with the Australasian Society for Ultrasound in Medicine (ASUM), the ASA advanced an application for sonographers to be regulated by the Australian Government under the National Regulation and Accreditation Scheme (NRAS). This proposal now has the support of all peak bodies of diagnostic imaging professions in Australia; such cross-industry support is essential for the proposal to have the best chance of success. In the next year this alliance of peak professional bodies, under the stewardship of the Peak Imaging Coalition, will begin to lobby for the inclusion of the sonography profession in NRAS.

Self-regulation

This year also saw the official establishment of the National Alliance of Self Regulating Professions (NASRHP) as an independent organisation for the recognition of self-regulating professions. For the ASA, as a founding member organisation of NASRHP and chair of the Alliance for the last few years, this is an exciting step, realising almost a decade's work toward this goal. NASRHP has begun its first assessment of a self-regulating peak body against the agreed standards. Organisations which meet the NASRHP standards will now be

able to promote their excellence in regulating their respective professions, raising the recognition of their profession by the public and Australian governments alike.

National Code of Conduct

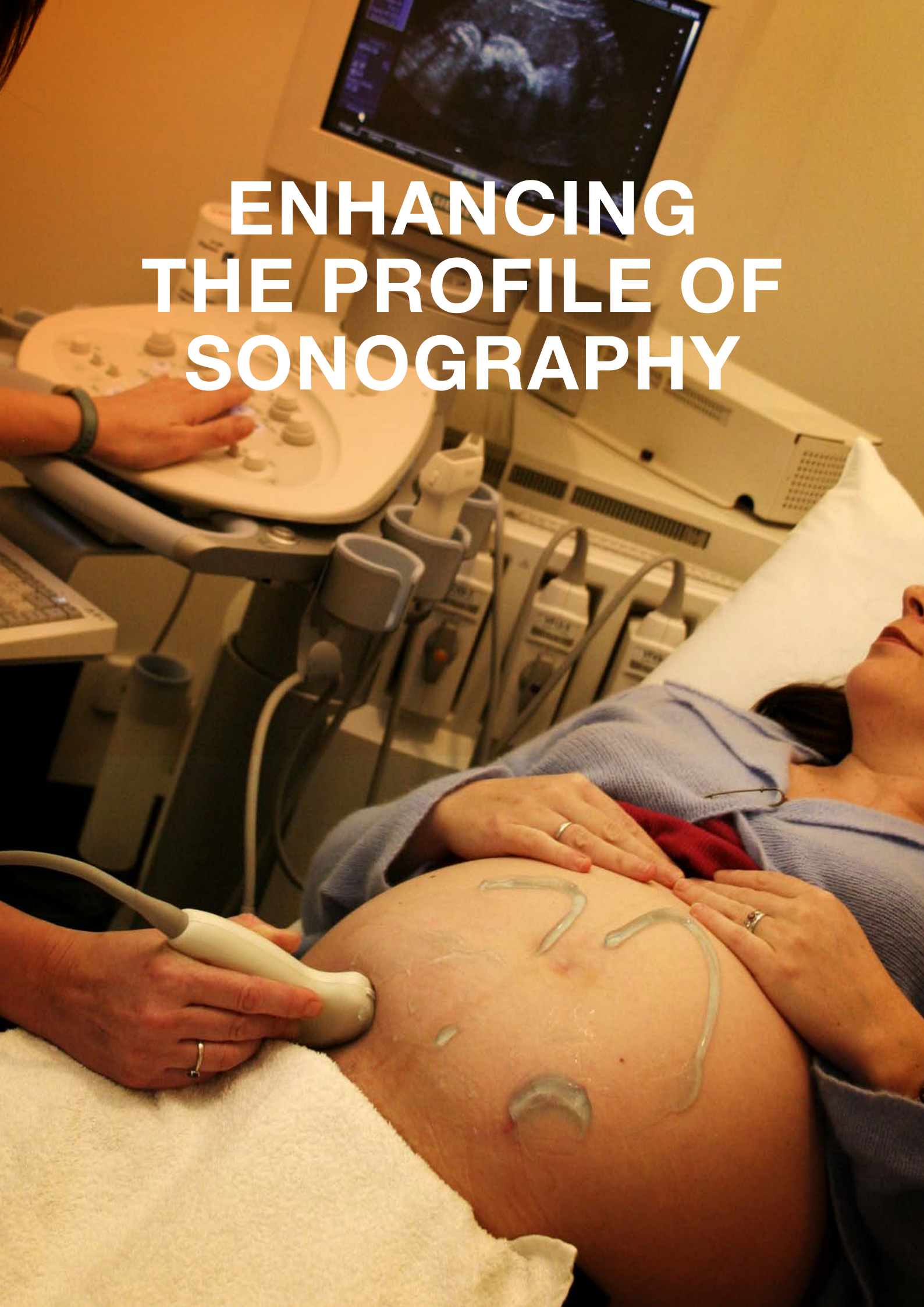
The ASA has been closely involved with the development and implementation of the *National Code of Conduct for healthcare workers* (National Code) for many years, both independently and through the NASRHP. In lieu of other regulatory models in Australia, the National Code protects patients by setting minimum standards of conduct and practice for all unregistered health care workers, against which disciplinary action can be taken.

Following adoption of the *National Code of Conduct for healthcare workers* in New South Wales, Queensland and South Australia in previous years, the ASA collaborated with the Victorian and Tasmanian Governments in 2016–2017 to assist implementation of the National Code in these states.

The National Code took effect in Victoria from the beginning of 2017, meaning it is now in place in half of Australia's states. The ASA worked closely with the Victorian Government to ensure the draft legislation considered the sonographer professional context, and to assist development and distribution of educational materials on what the National Code means for Victorian sonographers.

The ASA will continue to work with Australian governments to ensure that the National Code is delivered and administered in a way that considers sonographers' work context and supports them to deliver high quality medical ultrasound to their patients.

ENHANCING THE PROFILE OF SONOGRAPHY



REPRESENTATION



As the leading voice for sonographers in Australasia, the ASA plays a vital role in increasing recognition of the sonography profession and promoting the important role of sonographers as expert providers of diagnostic ultrasound.

Key to raising the profile of the profession is promoting discussion about sonography, and relevant policy issues, amongst a wide range of stakeholders, and across as many channels and formats as possible.

The ASA's policy and advocacy work is supported by the Sonographer Advancement Working Party; ASA's sub-committee to the Board of Directors which focuses on industry and strategic issues.

The ASA also fosters a sense of professional identity within the sonography profession through its networking opportunities, conference themes, campaigns, and encouragement of self-advocacy.

Representation

Direct advocacy

Through meetings with government representatives and agencies, the ASA continues to advocate for advancement of issues affecting the sonography profession.

- Achievement of sonographer registration in Australia and formal recognition as an independent profession is an important goal for our members, and is therefore a strategic focus for the ASA.
- The inequality of sonographer awards in the New South Wales public health service has had a detrimental effect on workforce recruitment and retention. The ASA is working with key industry stakeholders to collate evidence and lobby the New South Wales Government to amend this situation.

Committees

ASA representation on external committees plays a vital role in meeting strategic objectives for the profession. Our contribution to these committees raises the profile of sonography amongst other

health professions and governments. It also enhances the ASA's ability to influence changes in the health environment that have direct relevance to sonographer practice. The ASA is represented on the following committees.

ASAR Stakeholder Advisory Committee (SAC)

The Australian Sonographer Accreditation Registry (ASAR) SAC is a forum for Australian diagnostic imaging peak bodies and regulators to provide advice, input and feedback to the ASAR Board on important issues of for the profession. This committee is instrumental in achieving outcomes such as the change to continuing professional development requirements effective from 2017.

Diagnostic Imaging Advisory Committee (DIAC)

DIAC provides technical and strategic advice to the Australian Government on initiatives to support and enhance the delivery of diagnostic imaging services in Australia.

Representing sonographers on this committee was particularly important in 2016–2017 to ensure the profession was considered in cross-industry discussions concerning the review of the Medicare Benefits Schedule (MBS), and proposed changes to the regulation of Australian diagnostic imaging services. The ASA also concurred with the collective disappointment over the continued lack of indexation to MBS-funded diagnostic imaging in Australia.

Diagnostic Imaging Advisory Scheme (DIAS) Advisory Committee

The DIAS Advisory Committee provides advice to the Australian Government on the development of standards for the DIAS; implementation

REPRESENTATION

arrangements and conformity assessment; and associated regulation impacts.

Having implemented revised DIAS standards in the last period, 2016–2017 work focused on setting new objectives for the next few years. A number of opportunities to support good practice in Australia have been identified, including production of industry advisory statements.

RANZCOG Nuchal Translucency Ultrasound, Education and Monitoring Program (NTUEMP) Steering Committee

The NTUEMP steering committee ensures that the program continues to deliver quality education and auditing for performance of nuchal translucency scans in Australia. The ASA fulfils an important representative role on this committee as the only member organisation that represents sonographers.

Consultations

Responding to relevant industry and government consultations, and participating in consultation forums, is a significant strategy for establishing sonographers as the experts in provision of diagnostic ultrasound. In 2016–2017 the ASA was incredibly active in this work. Supported by the Sonographer Advancement Working Party and ASA Special Interest Groups, the ASA has provided responses to the following consultations:

- The Australian Government Skilled Occupations List 2017–2018. Sonography is the only profession which has been a workforce of need for almost two decades in Australia and New Zealand.
- State allied health frameworks. This included working with the Queensland Government on developing a health workforce strategy for *My health, Queensland's future: Advancing health 2026*.
- Victorian and Tasmanian Government consultations on development and implementation of legislation for the *National Code of Conduct for health care workers*.
- MBS Review Taskforce recommendations: Diagnostic Imaging – knee imaging; and Diagnostic Imaging – pulmonary embolism and deep vein thrombosis.
- Revision of the New Zealand Medical Radiation Technologists Board *Competence Standards for Medical Imaging and Radiation Therapy Practice in New Zealand*.
- Australian Government *Antenatal care guidelines review – Public consultation draft*.
- Wounds Australia's draft *Pan Pacific Clinical Practice Guideline for Prevention and Management of Venous Leg Ulcers 2nd Edition*.

- Wearable Health Technologies and Culturally and Linguistically Diverse Communities. Following representation at this industry consultation, the ASA was recognised for its contribution to the discussion in the Croakey article *Research to look at role of community health in 21st Century wearable health technologies (August 2016)*.

Responses to consultations on clinical management are vital to ensure that recommendations and healthcare frameworks recognise the essential role of sonographers in the clinical context, and their contribution to optimum patient outcomes.

Media and position statements

The release of media statements and position statements on issues facing the profession is an important advocacy activity. Such statements address important matters for members and raise awareness of the sonography profession in the general public. In 2016–2017 the ASA released statements in response to some significant topics on behalf of the profession.

- The ASA and the Australasian Society for Ultrasound in Medicine (ASUM) released a joint media statement in December 2016: *The urgent need to regulate sonographers in Australia*. This responded to a distressing case that highlighted the urgent need for sonographers to be nationally regulated in Australia, to ensure the safety of the public using sonographic services.
- The media statement *The continued freeze on diagnostic imaging in the Federal Budget risks the health of all Australians* responded to the 2017 Australian federal budget in May 2017. This resulted in recognition of the profession and the ASA in mainstream media, including the Sydney Morning Herald article *Medicare rebate thaw covers only a fraction of scans* (May 2017).
- The ASA Response Paper: *Definition of point of care ultrasound* responds to the growing application of point of care ultrasound and highlights sonographers' necessary role in this and other medical uses of diagnostic ultrasound.

The ASA also provided a media statement to the Brisbane Conference and Exhibition Centre, promoting the ASA's Annual Conference in the lead-up to ASA2017 Brisbane. This statement provided an organisational profile of the ASA; highlighted the number of delegates attending the event; and discussed the conference theme of 'impact' and its relevance to the public.

Staff representation

In addition to ASA representation by Directors and senior staff at committee and alliance meetings, office staff members also act as ambassadors for the Association and the sonography profession.

“Every week thousands of patients benefit from diagnostic ultrasound and they deserve to be protected with a legislated (sonographer) registration process.”

From the December 2016 ASA media release: *The urgent need to regulate sonographers in Australia*.

COLLABORATION

In 2016–2017, staff represented the ASA by attending, presenting* and/or exhibiting† at the following conferences and industry events.

- ASA2017 Brisbane**
- Aon Health Symposium – The Digital Divide
- Australasian Society of Association Executives
- Cardiac Society of Australia and New Zealand Annual Scientific Meeting*
- Echo Australia 2016**
- Echo HQ workshops*
- Evidence based policy – Improving program outcomes and success
- Genesis Care Echocardiography Workshop*
- International Society of Managing and Technical Editors Asian Pacific Conference
- International Society of Ultrasound in Obstetrics and Gynecology – Clinical ultrasound in reproduction, early pregnancy and first trimester†
- Victorian Advanced Practice in Allied Health forum
- Victorian Allied Health Research Conference

Social media

Social media is a key platform for promotion and exposure in today's digital world. For the ASA, it provides an opportunity to promote Association news and activities; engage with supporters and thought leaders; and share relevant articles and news items.

In 2016–2017, the ASA's social media profiles developed distinct styles of content and messaging, recognising each channel's different format and audience. With a selective blend of created and curated content, the ASA was able to grow its audience of followers and increase the number of people reached by our posts. The improvement in reach was particularly notable. Compared to the previous year, posts on the ASA Facebook page reached 66% more people, and daily impressions on Twitter increased by 172%.

Self-advocacy

The key messages promoted by the ASA are vastly amplified when members incorporate them into everyday interactions with patients, colleagues and members of the public. The ASA has always encouraged “members to assist with raising the profile of sonography by educating their patients, peers and colleagues regarding the unique role sonographers perform within the healthcare sector”. In December 2016, a *soundeffects news* article emphasised that advocacy “is for everyone” and provided sonographers with strategies for self-advocacy in the workplace and beyond.

Collaboration

Alliances

The ASA is a member of several key industry and allied health alliances.

Allied Health Professions Australia (AHPA)

AHPA is the peak body representing and advocating for allied health professions in Australia, providing unified and effective advice to government and key stakeholders to improve the health and well-being of all Australians.

ASA representation of the profession on AHPA ensures that sonography is considered in work being progressed by Australian governments that affects all allied health professions. In 2016–2017 this included lobbying the Australian government for indexation of Medicare funded health services; the progressive introduction of the *My Health Record*; and commitment to *Closing the Gap* by improving first Australians' access to health services in Australia.

National Alliance of Self Regulating Health Professions (NASRHP)

NASRHP's objectives are to seek, and advocate for, consistent and quality regulation of allied health professions currently not regulated under the National Registration and Accreditation Scheme (NRAS) for health practitioners in Australia.

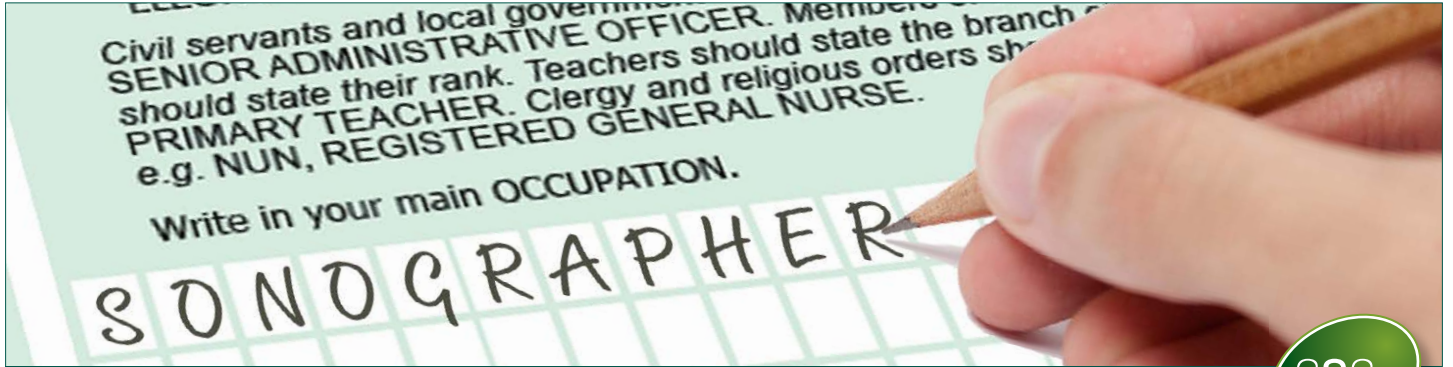
In 2016–2017, NASRHP was established as a formal recognised organisation and has begun assessing founding member organisations against the NASRHP standards. Through NASRHP, the ASA has had the opportunity to contribute to additional government consultations such as the review of health profession course accreditation processes and frameworks in Australia.

Peak Imaging Coalition (PIC)

PIC is an industry group initiated by the Royal Australian and New Zealand College of Radiologists. PIC's goal is to support all professions of the diagnostic imaging industry by responding to common issues; advocating to governments; production of consensus statements; and providing advice to medical and other bodies upon request.

This year PIC has supported development of a submission to the Australian Government for Australian sonographers to be regulated under NRAS. For more information on 2016–2017 activity relating to sonographer regulation, see the section on 'Regulation' on page 23. PIC has also been actively lobbying for removal of the freeze on Medicare rebates for diagnostic imaging.

COLLABORATION



Identify yourself as a **SONOGRAPHER** in the 2016 Census!



Campaigns

Joint projects with industry partners that capitalise on national or international events are excellent opportunities to promote the sonography profession. While the ASA participated in a number of joint ventures in 2016–2017, the following events involved major collaborative campaigns.

International Day of Radiology

International Day of Radiology is an annual event highlighting the essential role that medical imaging plays in healthcare. The theme for 8 November 2016 was 'Breast imaging'. As a member of PIC, the ASA participated in an industry roundtable in Canberra to mark the event and discuss access to breast imaging under Medicare. The ASA also provided input into promotional material which provided patient information and described the role of health professionals in the multi-disciplinary breast care team. The outcome of the roundtable was a *Statement of Principles: Breast cancer imaging in Australia*, which was co-branded by the ASA and other member organisations of PIC.

Australian Census 2016

The Australian Census of Population and Housing is conducted every five years and is one of Australia's most important data sets. In partnership with ASAR, ASUM and the Australian Society of Medical Imaging and Radiation Therapy (ASMIRT), the ASA campaigned for members to identify as a "sonographer" when describing their profession in Census 2016. Collective use of a single term for the profession will improve representation of the profession in population data. The campaign itself was also important for raising public awareness of the profession and promoting a strong sense of professional identity in sonographers.

This email and social media campaign received great support from the industry organisations involved and from members, with the message being widely shared across social media platforms. The ultimate success will be determined when Census data regarding employment, qualifications and population mobility is released in October 2017.

MEMBER VALUE



MEMBER VALUE

The ASA provides a range of member benefits and also strives to advance the sonography profession by working towards goals in the *Strategic Intent 2015–2020*.

However, for members, our value is determined by how these come together to meet each sonographer’s needs in their own practice. The image below shows what professionals value and seek from an association, and how the ASA addresses these areas for members. Our success in meeting sonographers’ needs is reflected in our strong growth in membership. For a snapshot of ASA membership at end June 2017, see page 7.

Advocacy

The ASA supports greater recognition of both sonography as a profession and the vital role that sonographers play in delivering quality ultrasound services. As the leading voice for sonographers, the ASA liaises with a broad range of external stakeholders, including governments, regulators, academia and industry, representing the profession on issues within sonography, diagnostic imaging and the broader healthcare sector.

Such work includes direct advocacy, contributing to consultations and submissions, representation on committees and alliances, and public statements. A key part of this work is to inform members of developments that may impact the way they work.

For information about the ASA’s advocacy work in 2016–2017, see the section on ‘Enhancing the Profile of Sonography’ starting on page 24.

Continuing professional development

The ASA is committed to providing continuing professional development (CPD) for sonographers by improving access to CPD opportunities in Australia and New Zealand. The ASA offers a comprehensive events program designed by members for members, specifically tailored to meet the unique requirements of the sonography profession. This includes our annual major events, the Annual Conference and Special Interest Group Symposium; local events including Travelling Workshops and educational branch meetings; and the online **asa**webinar series. The majority of CPD events currently offered by the ASA are free for members. For information about ASA CPD events in 2016–2017, see the section on ‘Education and Research’ starting on page 11.

In addition to attending CPD events, members are able to meet CPD requirements by becoming involved in their professional community through the ASA.



MEMBER VALUE

Service on committees; presenting educational material at ASA events; publishing research in the ASA's peer-reviewed journal *Sonography*; and peer-reviewing for *Sonography*, are all recognised forms of CPD.

Insurance

Professional indemnity insurance is an important safeguard for medical and allied health professionals, providing cover against claims of malpractice, professional misconduct, or breach of duty. Through our insurance provider Aon, the ASA offers tailored insurance for sonographers that includes professional indemnity, public liability and product liability plus worldwide cover (excluding USA and Canada) and legal assistance. From June 2017, the ASA now provides a single level of insurance coverage for sonographers, whether they are working as contractors/locums or as employees, all for a very competitive rate.

PD-asa

PD-asa is an exclusive member service that records and manages CPD points on behalf of members for all ASA CPD activities completed. PD-asa is a practical solution to planning and managing CPD, and removes the administrative burden of individuals maintaining their own CPD records. At end June 2017, 2,014 ASA members from Australia and 157 members from New Zealand were enrolled in PD-asa and taking advantage of this service.

Each year the ASA audits 10% of sonographers accredited with the Australian Sonographer Accreditation Registry (ASAR) who are ending their triennium. At the end of 2016, 70 PD-asa participants were selected for audit; 99% of these members were compliant. 100% of New Zealand PD-asa participants who ended their triennium in 2016 accrued the minimum CPD points required by the Medical Radiation Technologists Board (MRTB).

In 2017 there have been changes to the CPD requirements for Australian sonographers accredited with ASAR and New Zealand sonographers registered with MRTB. The ASA has been busy ensuring that the PD-asa service continues to meet the needs of members according to their relevant regulatory body. Following the implementation of the new member database, the ASA office has also been working to transition PD-asa records to this new system.

Resources

Professional practice and guidance documents are freely available on the ASA website. Other resources are available exclusively to ASA members. These include access to:

- *Sonography* journal via Wiley Online Library
- The *Sonography* app
- The online reference collection via EBSCOhost
- Selected workforce reports
- Archived issues of *soundeffects news* and *cross section*

For more information about new and updated practice guidance in 2017–2017, see the section on 'Professional Standards' starting on page 21. For more information about the journal in 2016–2017, see the section on '*Sonography*' on page 19.

The ASA's online reference collection is provided through EBSCO, giving ASA members free access to thousands of premium allied health and medical journals as well as medical images. From November 2016, ASA members have had access to an additional literature database; the Biomedical reference collection. ASA membership now provides access to the following databases.

- Medline
 - The Cumulative Index of Nursing and Allied Health Literature (CINAHL)
 - The Biomedical reference collection
 - Image SMART – a collection of science and medical images, illustrations and interactive media
- EBSCOhost is an important resource for members preparing research papers or presentations, and this is reflected in the usage statistics for 2016–2017. Each month, on average, there were:
- Over 300 visitor sessions
 - Over 650 subject searches
 - Nearly 350 requests for individual titles

Website

The ASA website is both a means of communication and a resource for members. It is also the primary touchpoint for the general public and other external stakeholders. The ASA launched its long-awaited new website in May 2017. The planning and implementation of the website, and its associated database and member functions, was a long process. We greatly appreciated the patience of members during this time. The new website is mobile-responsive, has a more intuitive design, and improved functionality to provide members with a better user experience. Member functions continue to be refined and additional features are already being planned.

The new website domain www.sonographers.org was chosen to better reflect the profession that the ASA represents and supports. As a result, ASA office staff and directors now also have new email addresses.



878
no. of times app was downloaded



1477
no. of articles downloaded via app



650
average no. of subjects
searched per month on EBSCO

MEMBER COMMUNICATIONS



In 2016–2017 the ASA made changes to a number of communication channels in order to improve the way we share information with our 5,100+ members. These changes were made in response to member feedback, and in recognition that our sonographer members practise in a visual medium. New coloured icons were also introduced, representing the ASA's professional development streams. These were specially designed to make it easy for members to locate a CPD event or stream of interest.

cross section

cross section, the ASA's weekly member e-newsletter, was launched in March 2017. Delivered by email exclusively to members every Wednesday, the newsletter truly is a cross section of ASA news, activities and events. *cross section* also includes industry news on relevant issues for sonographers, and offers the convenience of registration directly from the newsletter for ASA branch meetings, Travelling Workshops and **asawebinars**.

soundeffects news

Members continue to receive print copies of our quarterly publication, *soundeffects news*, and have access to a digital archive of issues on the ASA website. Following the introduction of *cross section* as the weekly e-newsletter, we now refer to *soundeffects news* as the ASA's member magazine.

Many articles in *soundeffects news* are written by members about member and committee activities, ASA events, and topics of interest such as workplace health and safety, and research. Additional information from the ASA office includes conference follow-up, award winners and member profiles, and updates on professional issues.

In 2016–2017, further to information provided through regular items such as the 'Advocacy Alert' and 'PD-**asa** Report', the ASA published

feature articles on important professional issues in *soundeffects news*. Topics included changes to CPD requirements for Australian sonographers (March 2017), regulation of the sonography profession and handling of complaints (March 2017), and self-advocacy for sonographers (December 2016).

Informative feature articles contributed by members in this period:

- Highlighted various ways sonographers can make a difference in a volunteer capacity overseas (September 2016, March 2017, June 2017)
- Provided insights into the unseen roles of the obstetric sonographer (September 2016)
- Reviewed the role of simulation in sonographer education (December 2016)

A new 'Letters to the Editor' section was added to *soundeffects news* from the June 2017 issue, giving members another way to provide news and feedback to the ASA.

Social media

The ASA's social media profiles on Facebook, Twitter and LinkedIn are not exclusive to members, but they are important additional channels for communication with our members. Members following us on these platforms will see announcements and reminders about ASA activities, as well as a curated collection of articles relevant to sonographers.

The links to our social media channels can be found on the ASA website, at the bottom of each issue of *cross section*, and in the email signatures of ASA office staff and Directors.

The number of people following the ASA on social media at the end of June 2017 had grown significantly since June 2016.

- 2496 on Facebook
- 420 on Twitter
- 1783 on LinkedIn



2,496

no. of followers on Facebook
24% increase in followers
66% increase in average post reach



420

no. of followers on Twitter
172% increase in average daily impressions



1,783

no. of followers on LinkedIn
49% increase in followers

Awards of Excellence 2017



Honouring outstanding achievement in sonography

The ASA's member recognition programs acknowledge outstanding achievements and contributions by members at all levels of the profession.

Awards of Excellence

The ASA Awards of Excellence honour outstanding achievement in sonography. They celebrate our most exceptional sonographers and their contribution to the profession, and recognise the important role of sonographers in the healthcare sector. The awards are presented each year at the ASA's Annual Conference. The winner of the Pru Pratten Memorial Award, for ASA Sonographer of the Year, is selected from winners of the other awards categories.

There were many outstanding contributions from the sonography profession in 2016–2017. Reflecting the

high calibre of the nominees, for the first time ever, two winners of the Pru Pratten Memorial Award were announced at ASA2017 Brisbane: Ilona Lavender (VIC) and Michelle Pedretti (WA).

There were no nominations received for Sonographer of the Year – Queensland, Tasmania, Northern Territory, Australian Capital Territory in 2017.

We congratulate all of the ASA Awards of Excellence recipients, and thank nominators and the adjudication committee for their efforts and support of the Awards of Excellence program. Profiles of the 2017 Awards of Excellence winners featured in the June issue of *soundeffects news*.

Winners of the 2017 ASA Awards of Excellence were:

Sonographer of the Year

(Pru Pratten Memorial Award)

Ilona Lavender and Michelle Pedretti
(joint winners)

Sonographer of the Year – New Zealand

Wendy Parker

Sonographer of the Year – New South Wales

Lisa Hackett

Sonographer of the Year – South Australia

Lino Piotto

Sonographer of the Year – Victoria

Louise Worley

Sonographer of the Year – Western Australia

Michelle Pedretti

Researcher of the Year

Jessie Childs

Mentor of the Year

Karen Rocke

Educator of the Year

Ilona Lavender

ASA Volunteer of the Year

Michelle Pedretti

Workplace of the Year

SKG Radiology



Ilona Lavender and Michelle Pedretti - joint Sonographer of the Year (Pru Pratten Memorial) award winners for 2017

asa fellowships



Fellowships

In 2016, the ASA Fellowship program was established to recognise sonographers whose commitment has made a significant contribution to the sonography profession and the ASA.

In September 2016, it was announced that 30 members would be conferred as the first Associate Fellows of the ASA. The quality of nominations for the first round of the new Fellowship program was impressive and demonstrates the incredible contributions that so many members have made to their profession and the Association.

The ASA congratulates the following ASA members and thanks the Fellowship Panel for its hard work:

Bonita Anderson*	Sandhya Maranna
Cain Brockley	Glenda McLean
Jessie Childs*	Jill Muirhead
Peter Coombs	Jan Mulholland
Carolynne Cormack	Afroz Najafzadeh
Louise Deshon	Sandra O'Hara
Tony Forshaw*	Nayana Parange
Le-Anne Grimshaw	Jenny Parkes
Lisa Hackett	Tony Parmiter*
Allison Holley	Rebecca Perry
Di Jackson	Luke Platt
Christopher Jansen	Tristan Reddan
Lynne Johnson	Catherine Robinson
Greg Lammers	Tracey Taylor*
Frauke Lever	Louise Worley

*Member of ASA Fellowship Panel

Rural and Remote Sonographer Scholarships

The ASA's 2017 Rural and Remote Sonographer Scholarships provide support to ASA members to attend our Annual Conference. Up to three scholarships (\$1000 each) are available to ASA members who live and work in rural and remote areas.

The 2017 winners of these scholarships were:

Bernadette Dellar	Weipa, Qld
Bonnie Hall	Thursday Island, Qld
Michael Woolgar	Devonport, Tas

Congratulations to these members on their successful scholarship applications and on making the trip from each of their far-flung locations to join us at ASA2017 Brisbane. Each recipient has contributed a reflection of their conference experience for the September 2017 issue of *soundeffects news*.

Conference awards

In addition to their sonographic skills, many of our members are accomplished presenters. Our Annual Conference provides sonographers with a fantastic opportunity to present to their peers. The ASA's Conference Awards encourage and celebrate excellent contributions to the event's educational program. Award winners receive a cash prize; the Best Overall Presentation winner is selected from winners in the other categories.

Best Overall Presentation	Peter Coombs
Best Clinical Presentation	Peter Coombs
Best Research Presentation	Jessie Childs
Best Poster Presentation	Christopher Gilmore
Best First-time Presentation	Mehrnaz Masouminamaghi
Best Student Presentation	Helen De Bree
Best Contribution to Sonography journal	Jessie Childs, Adrian Easterman, Kerry Thoires, Richard Turner

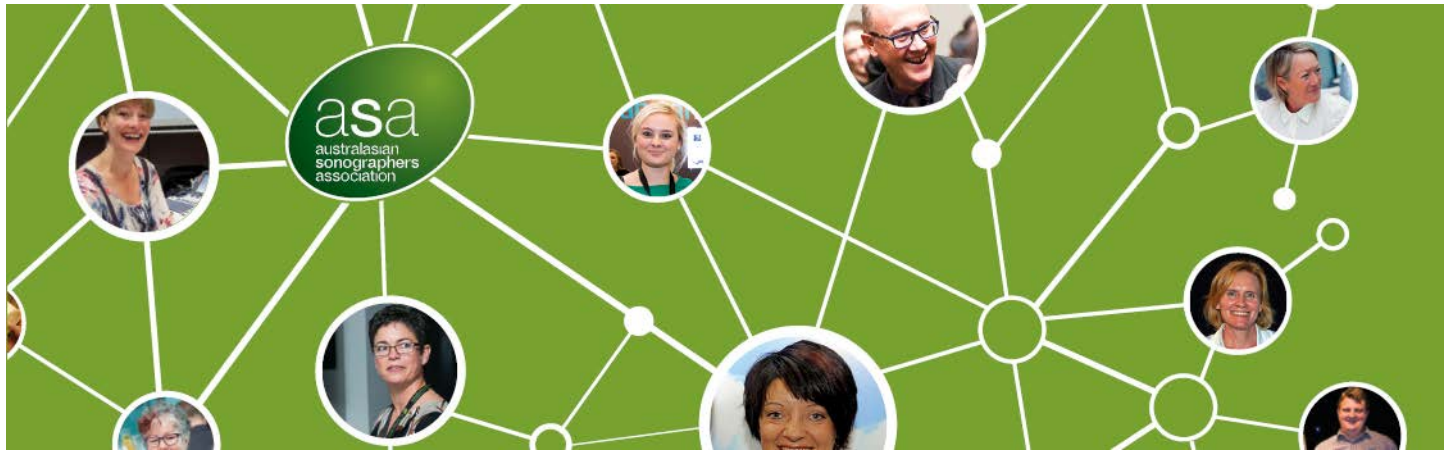
Student Awards

The ASA Student Awards recognise excellence by sonography students as part of our commitment to sonographer education. Student Award winners receive free registration to the subsequent ASA Annual Conference. Recipients of the 2016 ASA Student Awards have also contributed a reflection on their ASA2017 Brisbane experience for the September 2017 issue of *soundeffects news*.

The 2016 Student Award winners were:

Danielle Bowles	CQUniversity
Mathew Lambert	QUT
Andrew Turbane	CSU
Tanikka Blenkenhorst	UniSA
Jana Halliday	QUT Cardiac
Suet Teng Lee	Monash

NETWORKING



The ASA provides members with many options for networking and connecting with peers in the sonography community.

Branches

The ASA's branches play a vital role in the Association. They are the local connection to our members, delivering professional development and networking opportunities, as well as providing feedback to the ASA on issues of local interest.

The ASA currently has active branches based on their geographical location, in the following areas:

Australia Australian Capital Territory, New South Wales, Queensland, South Australia, Tasmania, Victoria, Western Australia, Alice Springs, Darling Downs, Far North Queensland, Gippsland, Gold Coast, Goulburn Valley, Illawarra, Mackay, Moreton Bay, Newcastle, North Queensland, Northern Territory, Riverina.

New Zealand Auckland–Waikato, Mid-Central, Wellington.

The Cardiac Branch is an additional branch that is not geographically based, but responds to a unique need within the ASA membership.

For information on branch activity in 2016–2017, see the section on 'Branch meetings' on page 15.

ASA Travelling Workshops are another format that allow networking at the local level. For information about the 2016–17 Travelling Workshop series, see the section on 'Travelling Workshops' on page 14.

Committees

Joining a committee is the perfect way for members to extend their professional network while providing their expertise and experience to the sonography profession. ASA committees include branch committees, the Education Advisory Committee, event program committees, the Sonographer Advancement Working Party, the *Sonography* Editorial Committee, Special Interest Group (SIG) Committees. In 2016, the ASA undertook a review of a number of its committees. For

more information, see the section on 'Volunteer engagement' on page 39.

Discussion forums

Access to the ASA's Member Discussion Forum has always been a popular member benefit, and it continues to be available on the new ASA website. Here, members can follow and contribute to conversations that fellow members have about various clinical and professional topics. Discussion categories now include:

- General ultrasound
- Obstetric and gynaecological (O&G) ultrasound
- Musculoskeletal (MSK) ultrasound
- Cardiac ultrasound
- Vascular ultrasound
- Other ultrasound e.g. other scanning specialties, point of care ultrasound, enhanced practice
- Workplace matters e.g. occupational health and safety, workplace relations, equipment
- Students
- Research

The ASA is a member of Allied Health Professions Australia (AHPA). ASA members can therefore also access its Allied Health Leaders Network (AHLN) discussion forum, an online network for allied health professionals who wish to link up with others across Australia.

Major events

The ASA's Annual Conference and SIG Symposium are important networking opportunities for delegates. Sonographers from across Australia and New Zealand attend these events, with the Annual Conference also attracting international delegates. Over 1,300 delegates attended ASA2017 Brisbane, while the smaller setting of the SIG Symposium promotes more in-depth interactions between attendees. For information about the ASA's major events in 2016–2017, see the section on 'Education and Research' starting on page 11.

“The great range of workshops, networking and leaving feeling that we do a great and very important job ...”

Delegate feedback on the benefits of attending ASA2017 Brisbane.

ORGANISATIONAL EXCELLENCE

A woman is lying on a medical table, possibly for an ultrasound or similar procedure. She is covered with a white towel. A hand is visible holding a white object, likely a probe or part of the equipment. In the background, a large monitor displays various data points and graphs, suggesting a clinical or diagnostic setting. The overall lighting is soft and pinkish.

GOVERNANCE

The ASA is governed by a voluntary Board of Directors in accordance with the Association's constitution. The Board currently consists of up to seven member Directors, who are elected by the membership, and two external Directors with complementary skills, appointed by the Board.

The Board is supported by four formal Board committees* and sub-committees.

- Governance Committee*
- Finance and Risk Committee*
- Sonographer Advancement Working Party
- Education Advisory Committee.

Governance Committee

The Governance Committee oversees the appointment of external directors and casual director vacancies. This includes reviewing selection criteria; ensuring appropriate marketing and recruitment processes are undertaken; assessing applications and conducting interviews; and making recommendations to the Board.

Finance and Risk Committee

The Finance and Risk Committee oversees the quality of the external financial audit and internal control procedures, ensuring credibility and objectivity of the ASA's financial reports. The committee also provides a forum for communication between the Board and senior staff involved in financial management.

Sonographer Advancement Working Party (SAWP)

The SAWP explores strategic initiatives and their potential to advance the sonography profession in the broader healthcare setting. This committee provides guidance to the ASA policy and advocacy team regarding delivery of these initiatives, and supports the policy and advocacy team to prioritise

and develop professional standards, organisational positions and best practice guidelines. For more information about the ASA's policy and advocacy work, see the sections 'Professional Standards' starting on page 21 and 'Enhancing the Profile of Sonography' starting on page 24.

Education Advisory Committee (EAC)

The EAC provides advice and support to the ASA office regarding presenters and educational content for **asawebinars** and Travelling Workshops, as well as the Conference and Symposium program committees. This ensures that the CPD events offered by the ASA provide appropriate, referenced content that is of an excellent standard. For details of CPD events provided by the ASA, see the section on 'Education and Research' starting on page 11.

Board membership and engagement

The table below summarises the number of meetings of the ASA's Board, Board committees and sub-committees, and the number of meetings attended by current Directors (during the time they held office on the Board and the relevant committee).

Ann Quinton and Tony Forshaw stepped down from the ASA Board in the 2016–2017 year, and the ASA thanks both of them for their service and dedication to the Association. Ann was a Director from July 2012 to September 2016. She served as President from

	Board		Finance and Risk		SAWP		EAC	
	Held	Attended	Held	Attended	Held	Attended	Held	Attended
Jennifer Alphonse	6	6	1	1			7	7
Erika Cavanagh	6	6			4	3		
Sarah Colley	6	6	2	2				
Michele Dowling	5	5						
Jodie Long	2	2						
Steve Mackintosh	6	6	1	1	2	2		
Tony Parmiter	6	6			4	4		
Silvano Palladino	6	6	2	1				
Lars Schiphorst	6	5	2	2				

GOVERNANCE

July 2014 to November 2015. Tony was a Director from May 2014 until February 2017. He served as President from November 2015 to February 2017. Each of these members has made important contributions to the ASA in their capacity as Director and served as President, overseeing significant initiatives and organisational change. Both continue to serve the ASA on volunteer committees.

Two new Directors filled the vacancies left on the Board by Ann and Tony. Michele Dowling was elected as Director in the 2016 Board election. Jodie Long was appointed as Casual Director after Tony Forshaw stepped down from the Board in February 2017. Michele and Jodie each bring corporate and industry experience to the Board, in addition to their extensive clinical sonography experience.

As our membership grows and the ASA takes on increasingly large projects and advocacy engagements, the Board recognises that the needs of the Association are changing. With this in mind, the ASA is currently recruiting for a third external Director, to bring additional skills to the ASA Board. Board members have also undergone tailored training in non-profit directorship. This training provides Directors with a deeper level of understanding of the duties and responsibilities of non-profit company Directors in areas such as governance, risk, financial performance and strategy.

Financial Management

To enhance the Association's financial performance and management, the ASA has undertaken a number of initiatives this year, including:

- Engaging a professional conference organiser to assist with delivery of the 2017 Annual Conference in Brisbane

- Engaging a corporate travel agent
- Centralising budget management, including consolidation of software and other subscriptions
- Reviewing and updating the ASA's travel and expenses policy.

Outsourcing of specialised functions, such as travel and event management, is a cost-effective solution that capitalises on the expertise and contacts of specialist teams, plus discount rates for industry or group bookings. These arrangements are also efficient, providing a single point of contact for all enquiries, and allowing ASA office staff to focus on member services and educational content, rather than logistics.

The above initiatives have had a significant impact on the ASA's financial position, prompting the ASA to apply for the Associations Forum 'Association Turnaround of the Year' Award. Although the ASA was not a finalist in this competition, ASA members are the real winners, as the strengthened financial position allows the ASA to provide improved member services.

ISO certification

In September 2015, PD-**asa**, the ASA's program for managing sonographer CPD records, underwent extensive auditing processes in order to obtain certification under ISO 9001:2008 *Quality Management Systems*. This included all aspects of the organisation associated with PD-**asa**, including customer service, database management and reporting. In November 2016, the PD-**asa** program was again audited and deemed fully compliant, and successfully achieved recertification of PD-**asa** under the ISO standard.



ASA Directors: (rear left to right) Jodie Long, Tony Parmiter, Sarah Colley, Silvano Palladino; (front left to right) Michele Dowling, Jennifer Alphonse (President), Steve Mackintosh (Vice President), Erika Cavanagh

VOLUNTEER ENGAGEMENT

The ASA's volunteers, and particularly our committees, are an important part of the ASA membership. In addition to the Board sub-committees, our other volunteer committees also play a key role in the delivery of ASA professional development events and resources.

In 2016–2017, over 200 volunteers contributed time, skills, knowledge and passion to our professional development activities and other member services.

Special Interest Group Committees (SIGs)

The SIGs assist ASA office staff in the planning, development, access to and dissemination of information across a range of clinical and non-clinical topics. SIG committees provide specialist advice relating to their area of expertise. They also work with the ASA office and Sonographer Advancement Working Party (SAWP) to provide members with professional resources.

Branch Committees

The ASA's network of branches provides professional development and networking opportunities for sonographers at the local level. This is a particularly important service in regional areas. The ASA has active branches in all Australian states and territories, and in New Zealand. For more information about branches and branch activities in 2016–2017, see page 15.

Event Program Committees

Event program committees make a significant contribution to the ASA's major events; the Annual Conference and Special Interest Group Symposium. For more information about ASA2017 Brisbane and SIGS2016 Queenstown, see pages 13 and 12 respectively.

In 2016, the ASA reviewed many of its committees, to ensure the continuing strength and function of, and member engagement in, those committees. A review of the SIG committees included a revision of the Terms of Reference, as well as recruitment

and application processes for these committees.

Following this, the ASA Board approved new Terms of Reference for SIG committees, and a recruitment drive for committee members was held in December 2016. This resulted in 15 new committee members joining across the SIGs. Creation of an additional SIG 'Abdomen and Chest' was also approved. The ASA now has the following nine SIG committees across clinical and non-clinical specialist areas:

- Abdomen and Chest
- Breast
- Cardiac
- Musculoskeletal
- Obstetric and Gynaecological
- Paediatric
- Vascular
- Research
- Sonographer Health and Wellbeing

Another outcome of the SIG review was a change to the reporting structure of the SIGs, through the EAC (see the ASA's organisational structure on page 10). Each SIG committee now has a representative on the EAC, providing a forum for sharing ideas for SIG projects. This allows the different SIGs to be aware of, and potentially collaborate on, other committee projects. Following these changes, the EAC became a sub-committee of the Board.

The recruitment drive for SIG committee members also called for new members of the SAWP. Three new members joined the SAWP in February 2017, and this committee now has a full complement of members. The work of the SAWP was featured in the June 2017 issue of *soundeffects news* to raise the awareness of the important strategic work of this committee.

EMPLOYEE ENGAGEMENT

Employee satisfaction and workplace engagement is strongly linked to individual professional development. The ASA supports staff to undertake professional development for personal growth and to enable the ASA to provide members with the best services possible.

In 2016–2017, ASA staff members completed training or professional development activities in a variety of areas, including: best practices and publishing ethics for scholarly journals, evidence-based policy, internal auditing, social media and communications, and event systems management.

In addition to training, changes to ASA structure and management have also had a positive effect on employee engagement. Staff members are now

linked into teams where managers have a hands-on role, and job titles more accurately reflect current staff functions. Three professional members of the Association are employed at a management level; these sonographer employees provide key insights into the needs of our members. This approach has resulted in more engaged staff, who have a clearer vision of how they are contributing to the sonography profession, and significantly lower staff turnover.

ASA Staff Members

Current as of 30 June 2017

Dr Gillian Whalley AMS

Acting CEO;
Executive Director – IDU;
General Manager – Education & Practice

Carolyn Todhunter

General Manager – Corporate & Member Services;
Company Secretary

Loreena Bloomfield

Growth and Business Development Manager

Glenda McLean AMS

Professional Development Manager;
Sonography journal Editor In Chief

Dr Karen Farrar AMS

Managing Editor

James Brooks-Dowsett

Policy and Advocacy

Carol De La Haye

Marketing and Communications

Carly McDougall

Membership and Digital Content Coordinator

Vanessa Mumford

PD-asa Program Coordinator

Diane Oakley

Administration Coordinator

Natasha Pregalato

Major Events Coordinator

Eleni Ritzert

Accounts Coordinator

Lynda Sephton

Communications Officer

Trudy Viney

CPD Events Coordinator

Tamsin Wilson

Publications/Graphic Designer

AMS – Accredited Medical Sonographer

FINANCE REPORT



FINANCE REPORT

Statement of profit or loss and other comprehensive income for the year ended 30 June 2017

	Year ended 30 June 2017 \$	Year ended 30 June 2016 \$
Revenue	3,784,224	3,676,751
Expenses		
Employee benefits expense	1,279,271	1,279,449
Events expenses	1,054,269	1,196,122
Meeting expenses	146,110	173,852
Printing and stationery	143,403	153,838
Members insurance	454,612	444,617
Other expenses	31,919	75,081
Subscriptions	54,789	48,496
Bank and merchant fees	33,072	34,988
Office expenses	176,463	161,950
Accounting, financial advisor, and legal expenses	36,229	25,483
Depreciation and amortisation	42,019	39,713
Loss on disposal of financial assets	-	149
Assets written off	101,139	-
Courseware development costs	-	98,916
Total expenses	3,553,295	3,732,654
Surplus/(deficit) for the year	230,929	(55,903)
Other comprehensive income/(loss)		
<i>Items that will be reclassified subsequently to profit and loss when specific conditions are met:</i>		
Net loss on revaluation of financial assets	(19,176)	(17,819)
Total other comprehensive income/(loss)	(19,176)	(17,819)
Total comprehensive income/(loss) for the year	211,753	(73,722)

FINANCE REPORT

Statement of financial position as at 30 June 2017

	30 June 2017 \$	30 June 2016 \$
Assets		
Current assets		
Cash and cash equivalents	1,586,259	1,489,805
Trade and other receivables	88,955	17,494
Financial assets	565,694	510,645
Prepayments	203,063	304,500
Total current assets	2,443,971	2,322,444
Non-Current assets		
Financial assets	116,638	16,193
Property, plant and equipment	45,337	57,862
Intangible assets	66,024	148,645
Total Non-current assets	227,999	222,700
Total assets	2,671,970	2,545,144
Liabilities		
Current liabilities		
Trade and other payables	380,263	255,624
Provisions	75,111	89,694
Income received in advance	1,696,939	1,890,843
Total current liabilities	2,152,313	2,236,161
Non-current liabilities		
Provisions	18,545	19,624
Total non-current liabilities	18,545	19,624
Total liabilities	2,170,858	2,255,785
Net assets	501,112	289,359
Equity		
Reserves	69,729	88,905
Accumulated surplus	431,383	200,454
Total Equity	501,112	289,359